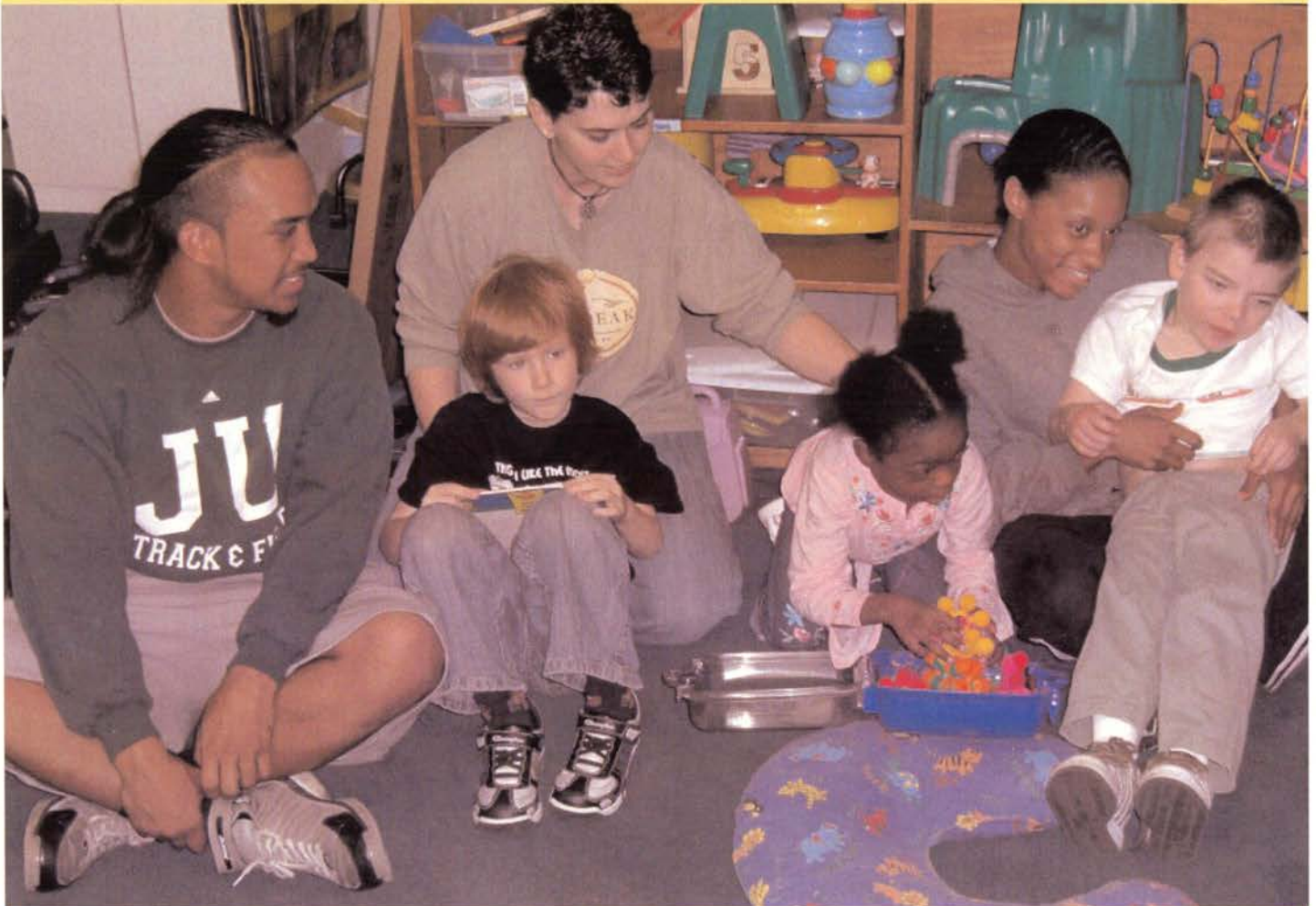


2007/2008 in review



EXECUTIVE SUMMARY

The Blue Foundation for a Healthy Florida, Inc., the philanthropic affiliate of Blue Cross and Blue Shield of Florida, supports community-based solutions that enhance access to quality health-related services for uninsured and underserved Floridians. Since its founding in 2001, The Blue Foundation has awarded 158 grants and 20 awards totaling more than \$10.5 million.

SUMMER AND WINTER 2007 GRANT CYCLES

The Blue Foundation awards grants via a competitive process during two proposal cycles (summer and winter). Grants are strategically awarded to diverse, philanthropic solutions that:

- Improve program capacity and reduce barriers to access;
- Nurture community health leadership to reinforce local solutions, foster innovation and sustain quality; and
- Leverage financial, human and other resources to maximize measurable impact.

Ten nonprofit Florida organizations received \$747,960 in grants during the 2007 summer grant cycle. Recipients and grant totals are:

- Barnabas Center, Inc. (Fernandina Beach) - \$40,443
- Community Health Centers, Inc. (Winter Garden) - \$75,000
- Dade County Dental Research Clinic, Inc. (Miami) - \$100,000
- Easter Seals, Volusia and Flagler Counties, Inc. (Daytona Beach) - \$80,000
- Family Nurturing Center of Florida (Jacksonville) - \$67,517
- Farmworker Association of Florida (Apopka) - \$100,000
- Friends of St. Lucie County Public Health, Inc. (Port St. Lucie) - \$100,000
- Physician Led Access Network of Collier County (Naples) - \$100,000
- St. Joseph's Children's Advocacy Center (Tampa) - \$75,000
- We Care Network, Capital Medical Society Foundation (Tallahassee) - \$10,000

The Blue Foundation awarded \$951,486 in grants to 11 nonprofit Florida organizations for its 2007 winter grant cycle. Recipients and grant totals are:

- Children's Volunteer Health Network (Walton County) - \$95,651
- DLC Nurse and Learn (Jacksonville) - \$99,000
- Florida Institute for Community Studies (Tampa) - \$100,000
- Grove House Supportive Services (Jacksonville) - \$64,000
- Helping Hands Clinic (Gainesville) - \$99,000
- Kristi House, Inc. (Miami-Dade County) - \$93,835
- Neighborhood Health Services (Tallahassee) - \$100,000
- The Center for Drug-Free Living (Central Florida) - \$100,000
- The Health Council of East Central Florida (Seminole County) - \$50,000
- The H.O.P.E. (Health Outreach Prevention Education) Project Corporation (Palm Beach and Martin counties) - \$75,000
- The Way Free Clinic (Green Cove Springs) - \$75,000

THE SAPPHIRE AWARD

The Sapphire Award recognizes and promotes excellence in community health programs that have demonstrated a significant, positive impact on health-related outcomes for the state's at-risk citizens and communities. An independent selection committee of medical, public health and health communication experts from across the country determines The Sapphire Award honorees. A total of 42 organizations were nominated for the 2007 Sapphire Award.

The 2007 Sapphire Award winner recipient of \$100,000 is:

- Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program

Other honorees include:

- Epilepsy Foundation of Florida, Inc. - Award of Distinction (\$75,000)
- HUG-Me, a program at the Howard Phillips Center for Children & Families - Award of Distinction (\$75,000)
- Lakeland Volunteers in Medicine - Award of Distinction (\$75,000)
- Big Bend Cares, Inc. - Honorable Mention (\$25,000)

NEW INITIATIVE: ADDRESSING CHILDHOOD OBESITY

In 2007, the Board of Directors for The Blue Foundation for a Healthy Florida approved a new initiative to address the causes of obesity in children. This four-year strategic effort will provide grants to nonprofit organizations, fund research and foster community collaboration and engagement.

The Blue Foundation
100 S.W. Washington Avenue
Orlando, Florida 32801
407-251-1234

Payable to: **Easter Seals, Volusia and Flagler Counties** **\$ 80,000.00**

Eighty thousand and 00/100

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Frank Astor, Board Member of The Blue Foundation, presents a \$100,000 check to Friends of St. Lucie County. The grant will support the Black American HIV/AIDS Health Education Outreach Demonstration project (South).



Becky Gay, Board Member of The Blue Foundation, presents a grant of \$67,517 to Joe Nullet, Family Nurturing Center. The funding will be used for the nurturing program for parents and children with life-altering illnesses (North).



Frank Astor presents a check to Dade County Dental Research Clinic for \$100,000 to fund their Community Smiles program (South).

Susan Wildes presented a check for \$100,000 to the Farmworker Association of Florida. The funds will be used to support the Partnering with Providers project (Central).



SUMMER 2007 GRANT SUMMARIES

Organization: Barnabas Center, Inc.

Amount: \$40,443

Years: 1

Area: Northeast

Summary: Barnabas Center, Inc. requests funds to purchase equipment for its new facility, allowing an expansion of its dental and medical services to the uninsured, working poor, elderly and indigent in Nassau County. The new facility will accommodate both the dental and medical clinic at one site. The purchase of the newer digital imaging system for the dental clinic will eliminate the need for bio waste costs and help to provide a more efficient record keeping system.

Organization: Children's Advocacy Center at St. Joseph's Children's Hospital

Amount: \$75,000

Years: 2

Area: Central West

Summary: The Children's Advocacy Center at St. Joseph's Children's Hospital requests funds to convert an existing mobile mammography unit into a mobile pediatric unit. The mobile unit will provide immunizations, well-care and developmental screenings to children who are 0-18, uninsured, enrolled in Medicaid, are Native American or have insurance that does not cover immunizations. As an extension of the developmental screening, parents will periodically receive age appropriate toys and instructions for parent-engagement activities. Staff will follow-up with phone calls. Any children not exhibiting appropriate development will be referred for further evaluations.

Organization: The Capital Medical Society Foundation's We Care Network

Amount: \$10,000

Years: 2

Area: North Central

Summary: The Capital Medical Society Foundation requests funds to support its Dental Care Patient Assistance Fund and *We Care Network* Patient Assistance Fund. These funds assist patients in obtaining medications and enable them to keep scheduled appointments by providing support such as bus tickets and other transportation assistance. The target population is the uninsured, low-income patients in Gadsden, Jefferson, Leon and Wakulla counties.

Organization: Community Health Centers, Inc.

Amount: \$75,000

Years: 2

Area: Central

Summary: Community Health Centers, Inc. requests funds to expand its Diabetes Collaborative Program to serve patients in the Pine Hills, Florida community (located in the Orlando area). The funds will support a Diabetic Case Manager and a Diabetic Coordinator for a two-year period. Last year, 513 diabetic patients were seen at the Pine Hills Family Health Center. The components of the Diabetes Collaborative Program IDEA (Improving Diabetes with

Education and Awareness) include medical treatment, educational classes, tracking patient care, diabetes self-management goals and guidance, community involvement and a network of referrals.

Organization: Dade County Dental Research Clinic, dba Community Smiles

Amount: \$100,000

Years: 2

Area: Southeast

Summary: Community Smiles requests funds to expand its capacity to serve low-income, uninsured and primarily minority dental patients by increasing the number of dental residents serving in the clinic. Funds from The Blue Foundation would be used for clinic software and cover a portion of the dental supplies and lab fees and supplies. All patients at the clinic pay a flat \$20 fee for services.

Organization: Easter Seals, Volusia and Flagler Counties, Inc.

Amount: \$100,000

Years: 2

Area: Central East

Summary: Easter Seals requests funds to establish the Center of Excellence for Autism Spectrum Disorders. The Center will provide physicians with a single resource to obtain a diagnosis; provide parents comprehensive support, education, treatment and advocacy for the child; and address the need for early intervention to increase the child's ability to learn. A multi-disciplinary team of family and child social workers, therapists and clinical psychologist will assess the child using diagnostic tools and provide the pediatrician with documentation necessary to diagnose the child. Funds will be used to "scholarship" the diagnostic process for 12 children, the recreation intervention program, the Junior League after-school activity, 10 respite days for caregivers and training for recreation leaders, doctors, parents and teachers.

Organization: Family Nurturing Center of Florida, Inc.

Amount: \$67,517

Years: 2

Area: Northeast

Summary: Family Nurturing Center requests funds to provide the Nurturing Parent Program for families whose children have life-altering illnesses. The program supports parents as they deal with the complicated familial issues that come when a child is born or diagnosed with a life altering illness. The program helps families explore their hopes and fears, develop effective parenting techniques, enhance communication, develop strategies for facing challenges and recognize opportunities for celebration. The program will offer eight two-hour sessions where children and parents meet separately for the first 90 minutes and together for the last 30 minutes. Parents will be referred by Wolfson Children's Hospital, Nemour's Children's

Clinic, Ronald McDonald House and the Jay Fund. Services will be provided for children in Baker, Clay and Duval counties.

Organization: Farmworker Association of Florida, Inc.

Amount: \$100,000

Years: 2

Area: Central/Central East, Southeast/Southwest

Summary: The Farmworker Association of Florida, Inc. requests funds to support its *Partnering with Providers Project*. This project provides training to health providers to identify, diagnose, treat and report pesticide-related illnesses and provide education for farmworkers on pesticide exposure and precautionary behaviors. It establishes networks of communication between farmworker communities and community-based health clinics as well as improving access to quality health care for farmworkers in five rural agricultural communities in the state. The targeted areas are Central Florida (Orange, Lake, Seminole, Sumter and Osceola counties), Central East Florida (Volusia, Putnam and Indian River counties), Southwest Florida (Collier, Lee and Hendry counties) and Southeast Florida (Palm Beach and Dade counties).

Organization: Friends of St. Lucie County Public Health, Inc.

Amount: \$10,000

Years: 2

Area: Southeast

Summary: Friends of St. Lucie County Public Health requests funds to address the high rate of HIV/AIDS in the Black American and Haitian population of St. Lucie County. The agency plans to use lay health promoters to deliver specific messages on prevention, screening, early detection, self-management and follow-up care. The program will utilize both churches and hair and nail salons as venues to deliver the messages. Eight church-based educators and forty hair/nail technicians will be recruited and trained to discuss HIV/AIDS, encourage persons to complete a risk appraisal and to encourage good health practice.

Organization: Physician Led Access Network of Collier County (PLAN)

Amount: \$100,000

Years: 2

Area: Central East

Summary: PLAN requests funds to support a second bi-lingual patient coordinator for a two-year period. This position will oversee the patient referral process from the primary care physicians to scheduling specialty care and the appropriate case management to ensure that the patient receives all needed care and services. All patients are uninsured. Due to the increase in primary care clinics in the area, more uninsured adults are receiving basic health care and being referred to specialists thus increasing the patient load for PLAN.



The Physician Led Access Network of Collier County

FOR IMMEDIATE RELEASE

October 2, 2007

Contact:

PLAN

Lauren Leifer

(239) 434-0008

**Search for life-saving medical care leads Collier County man to PLAN
Volunteer physician program provides care for low-income, uninsured residents**

Naples, Fla. —When James Michael Johnston of Naples noticed a small, marble-like ball on the side of his face in late March, he thought it was a cyst. It wasn't until a month later when the mass grew much larger and caused excruciating pain that Johnston decided to see a doctor for the first time in 30 years.

The problems began when a biopsy revealed the mass on the side of Johnston's face was actually malignant. Johnston and his wife were uninsured and didn't have the money to pay for the treatment he needed to survive.

Despite being without Medicare, Medicaid or insurance, Johnston and his wife persistently called doctors for help. Johnston was given no more than one year to live if he didn't receive treatment. "Everyone I went to would say, 'Hey, we'll take care of you. Give us money,'" said Johnston.

The Johnstons continued running into walls as the tumor grew. "We were literally sitting here watching him die," said Johnston's wife, Nancy. "It was getting worse and worse. It was a killer."

After phone calls and inquiries, the Johnstons were finally pointed in the right direction when they were told about the Physician Led Access Network (PLAN) of Collier County in mid-July. PLAN is a community-based referral network that coordinates volunteer specialist medical care for eligible low-income, uninsured adults in Collier County.

PLAN immediately contacted Dr. Jay Roberts, one of their participating volunteer doctors specializing in the ear, nose and throat. Dr. Roberts reviewed Johnston's records and agreed to see him right away.

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"I believe there is a small group of the population that falls through the cracks," said Dr. Roberts. "They are not candidates for insurance and don't meet the criteria for the Neighborhood Health Clinic. I like to offer my services to help people like that."

The tumor that started out as a small mass near Johnston's ear now paralyzed one side of his face. The cancer had spread deep into his facial bones. Chemotherapy and radiation alone would not save Johnston. Surgery was needed.

"With biopsy results, I could tell what type of surgery needed to be done," said Dr. Roberts, who has volunteered with PLAN for the past year. "To cure this, you have to have the necessary surgery."

Dr. Roberts removed a large area of skin from Johnston's face and had to cut off his external ear, ear canal and several facial nerves to remove the affected area. He took skin and muscle tissue from Johnston's chest to replace the skin he had to remove from Johnston's face.

"Dr. Roberts was amazing," said Johnston, who would have had to pay over \$75,000 for Dr. Robert's extensive surgery alone. "He explained everything to me and told me about the tumor. Sometimes I feel like I am walking around with a robe and crown on. I feel like I am the only one they are taking care of."

Currently, Johnston is paralyzed on one side of his face and missing an ear. He has an appointment to meet with another PLAN doctor to be fitted for a prosthetic ear. Although the Johnstons fight against cancer is not over, they've jumped one hurdle and they are optimistic. "PLAN saved his life," said Nancy Johnston.

Thanks to a \$100,000 grant from The Blue Foundation for Healthy Florida, PLAN will be able to significantly increase their patient load and help more in-need people like Johnston. The two-year grant has enabled PLAN to hire an additional patient coordinator who will manage appointments for an additional 500 to 700 patients. This coordinator allows PLAN to potentially double the number of patients they currently serve.

"The Blue Foundation's grant allows PLAN to expand its patient coordination for access to necessary specialty care for the medically needy, uninsured in Collier County," said Lauren Leifer, executive director of PLAN of Collier County. "PLAN is the safety net for our low income community to receive the medical treatment they desperately need."

The Blue Foundation for a Healthy Florida is dedicated to making a constructive contribution to the health and well-being of Floridians – especially the uninsured and underserved. The PLAN grant is one of ten, totaling \$747,960. The Blue Foundation for a Healthy Florida has presented this summer to nonprofit health clinics and community outreach programs across Florida.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of BCBSF incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its web site at www.bluefoundationfl.com.

The Physician Led Access Network of Collier County is an initiative started by the Collier County Medical Society to provide access to healthcare for low income, uninsured adults in the local community. The program is a community partnership that brings together physicians, community clinics, hospitals, diagnostic and laboratory facilities and other healthcare providers. Together, these groups work to provide an integrated delivery system of care. For more information on PLAN of Collier County, please visit its web site at www.plancc.org.

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The Farmworker Association of Florida

La Asociación Campesina

Asosiyasyon Travayè Latè

FOR IMMEDIATE RELEASE

September 5, 2007

Contact:

FWAF

Holly Baker

(321) 322-8159

Caution: Hazardous Pesticides Ahead

One family's pursuit of the American dream hindered by pesticides

In search of a better life and education for their children, Altagracia Lobato and her husband moved from Morelia, Michoacan, Mexico to Florida in 1993. Despite their language barrier, both got jobs working on farms. Over the years, they cleaned sweet potatoes, planted and cut cabbage and packed tropical fruits like papaya, mango and lemon.

After some time working on farms, Altagracia began experiencing headaches, nausea and dizziness and her husband began having rashes, headaches and even started vomiting. At the time, the couple had no idea their ailments were being caused by the pesticides they were working with on a daily basis.

A doctor diagnosed Altagracia's husband with pesticide poisoning. No one told the Lobatos about the potential dangers of pesticide poisoning. Altagracia learned about the Farmworker Association of Florida (FWAF) and turned to the organization for help. FWAF educated Altagracia and her husband about the dangers of pesticide exposure and provided them with valuable safety precautions.

"The first thing I learned was to leave the area when they are spraying pesticides," said Altagracia. "The Association also told me to wear long-sleeve cotton shirts, long pants and work boots to protect myself from exposure. Before that, I had never been protecting myself or using precaution."

-more-

Thanks to a recent \$100,000 grant from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), more farmworkers will receive valuable information on how to protect themselves from exposure to pesticides. Funding will be used to support the Partnering with Providers Project, a pesticide exposure outreach education program.

The Partnering with Providers Project will improve access to quality health care for farmworkers by developing relationships with community health clinics, training health providers, conducting educational sessions on pesticide exposure and providing outreach activities to farmworker families in 13 counties throughout Central and South Florida.

"It's important to reach out to local farmworkers and inform them of the potential dangers involved with their job," said Tirso Moreno, executive director of FWAF. "The grant from The Blue Foundation will enable us to use preventive measures to protect our farmworkers. Hopefully, people in situations like the Lobatos won't have to suffer in the first place."

Altagracia is now on the other end of pesticide education. Since 1998, she has been a volunteer for FWAF. Some of Altagracia's participation with FWAF includes leading pesticide training sessions, calling people in the community, visiting other farmworkers and participating in board meetings.

The Farmworker Association of Florida is a strong multi-ethnic, economically viable organization with a solid 20-year history of leadership development and effective action for social change. The mission of the Association is to empower farmworker and rural poor communities to respond to and gain control over the social, political, economic, workplace, health, and environmental justice issues that affect their lives. FWAF's long-term vision is a social environment where farmworkers' contribution, dignity, and worth is acknowledged, appreciated, and respected through economic, environmental and social justice. FWAF membership is comprised of over 8,000 families who work primarily in the vegetable, citrus, mushroom, sod, fern, and foliage industries.

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Westside Gazette (Ft. Lauderdale)

Dade County Dental Research Clinic receives \$100,000 grant to support Community Smiles

MIAMI, FL - Dental care will soon be more accessible for uninsured patients in Miami-Dade County thanks to The Blue Foundation for a Healthy Florida (BFHF). The Dade County Dental Research Clinic (DCBRC) recently received a \$100,000 grant from The BFHF, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF). The funding will be used to support Community Smiles, a community dental clinic.

Community Smiles provides preventive, restorative and highly specialized dental and oral health care treatment to low-income, uninsured patients in Miami-Dade County. The clinic team is made up of 138 volunteer dental professionals. Funding will provide for the hiring of two additional fulltime residents as part of the Dental Teaching Program. With two additional staff members, the program expects to increase its patient capacity from 1,558 patients to 2,532 patients per year.

"This grant gives Community Smiles the opportunity to significantly increase the number of patients that we can treat," said Barbara Kubilus, executive director of the DCBRC. "This generous support from The Blue Foundation enables us to focus on improving the health issues affecting the uninsured in our state."

The BFHF is dedicated to making a constructive contribution to the health and well-being of Floridians - especially the uninsured and underserved. The DCBRC grant is one of 10, totaling \$747,960. The BFHF has presented this summer to non-profit health clinics and community outreach programs across Florida.

"The Blue Foundation for a Healthy Florida is proud to support Dade County Dental Research Clinic and Community Smiles," said Susan Towler, executive director of The BFHF. "It is through collaborations like these that we are able to improve access to quality health care for Florida's communities."

The BFHF awards grants during two grant cycles per year. With the completion of the 2007 summer grant cycle, The BFHF will have awarded 133 grants totaling nearly \$7.4 million since its founding in 2001.

The BFHF is a separate, philanthropic affiliate of BCBSF incorporated in the state of Florida. The BFHF, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The BFHF, please visit its website at www.bluefoundationfl.com.

Community Smiles is a dental clinic created to treat the medically underserved low-income population of Miami-Dade County through a partnership with Jackson Memorial Medical Center and the Public Health Trust. Established in 1946 as the DCBRC, its founding premise, which continues today, is to provide professional dental care for the low-income community. Dedicated, licensed dentists donate their time, vision and energy to the underserved in their community. Throughout its history, Community Smiles has enhanced the overall wellbeing of its patients.

For more information on Community Smiles, please call (305) 325-0510.

The Blue Foundation gives grant to the We Care Network

Uninsured patients receiving assistance from the Capital Medical Society Foundation's We Care Network will now have additional help with medications and transportation thanks to The Blue Foundation for a Healthy Florida. On September 12th, the CMS Foundation received a \$10,000 grant from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF). The funding will be used to support Patient Assistant Funds for the We Care Network, a coalition of volunteer physicians and community partners who donate specialty medical treatment to the uninsured.

The We Care Network provides free medical and dental services to low-income, uninsured patients in Gadsden, Jefferson, Leon and Wakulla counties. Funding will provide for prescriptions, non-narcotic pain medications, bus passes, dentures and transportation for patients receiving dental services from Project Dental Care and medical services from We Care Network. During the two years funded, the two Patient Assistant Funds are expected to provide medications for 740, dentures for 25 and transportation for 305.

"This grant gives the CMS Foundation the



opportunity to sustain and grow the We Care Network," said John P. Mahoney, M.D., president of the CMS Foundation. "This generous support from The Blue Foundation enables us to focus on expanding the services that we offer."

The Blue Foundation for a Healthy Florida is dedicated to making a constructive contribution to the health and well-being of Floridians – especially the uninsured and underserved. The CMS Foundation grant is one of ten, totaling \$747,960. The Blue Foundation for a Healthy Florida has presented this summer to

nonprofit health clinics and community outreach programs across Florida.

"The Blue Foundation for a Healthy Florida is proud to support the CMS Foundation," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. "It is through collaborations like these that we are able to fill a need for health care services to the uninsured in Florida."

The Blue Foundation for a Healthy Florida awards grants during two grant cycles per year. With the completion of the 2007 summer grant cycle, The Blue Foundation for a Healthy Florida will have awarded 133 grants totaling over \$7.4 million since its founding in 2001.

The Blue Foundation for a Healthy Florida, and its parent, Blue Cross and Blue Shield of Florida, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its web site at www.bluefoundationfl.com.

The mission of the Capital Medical Society Foundation is to support the charitable efforts of physicians and others,

Continued on page 29



Representatives from Blue Cross Blue Shield and the CMS Foundation at the check presentation: (l-r) Barbara Cox, Network Manager, Tallahassee BCBSF office; Ralph Thurman, Employee Review Team, The Blue Foundation; Dr. John Mahoney, CMS Foundation President; Kent Robbins, Physician Relations Specialist, Tallahassee BCBSF office; Robin McDougall, LCSW, We Care Program Coordinator; Dr. Nelson Kraeft, CMS Foundation Board Member and Dr. Michael Hutton, grants manager, The Blue Foundation for a Healthy Florida from Jacksonville.

Blue Foundation Grant

Continued from page 28

increase access to healthcare, promote education and serve the community's health needs through innovative projects that are exemplary, affordable and dignified. In 1992 CMS physicians created the We Care Network, a

coalition of physicians, nurses, hospitals, public health facilities and other allied health professionals, which has donated more than \$28.5 million in specialty care to needy patients since 1992. For more information on the CMS Foundation, visit its web site at www.capmed.org.

Pine Hills Family Health Center Receives \$75,000 Grant from the Blue Foundation for a Healthy Florida

**Monies will fund
diabetes prevention,
management and
counseling program**



Pictured left to right: MARC GROSSMAN; Orange County Commissioner TIFFANY MOORE; MARK S. WILLIAMS, CEO, Community Health Centers; TONY JENKINS, V.P., Blue Foundation of Blue Cross/Blue Shield of Florida; Florida Representative GERALDINE THOMPSON; and RANDY VANDEN BOSCH Apopka Area Director and Manager of the grant program.

GIH BULLETIN

*Helping grantmakers
improve the health of all people*

GRANT
MAKERS
IN
HEALTH

SEPTEMBER 17, 2007

NEW GRANTS & PROGRAMS

Blue Cross and Blue Shield of Minnesota Foundation (Eagan) awarded \$381,000 to 17 organizations through its **Healthy Together: Creating Community with New Americans** program, which promotes good health among Minnesota's growing immigrant populations and supports the communities in which immigrants live. Among the grantees are: **Confederation of Somali Community in Minnesota** (Minneapolis) – \$40,000 to support the **Somali Health Network**, a collaborative of organizations that provides mental health resources for Somalis; **Lao Assistance Center of Minnesota**, (Minneapolis) – \$40,000 to support culturally appropriate mental health and social adjustment programs for Lao and Hmong residents in north Minneapolis; **Bosnian Women's Network** (Columbia Heights) – \$30,000 to strengthen the **Health Education and Family Support Services Program** with educational workshops and programming in collaboration with the Center for Victims of Torture; **Intercultural Mutual Assistance Association** (Rochester) – \$30,000 to expand the **Community Health Worker** program to serve immigrants and refugees in the Rochester area; and **Hmong Cultural Center** (St. Paul) – \$10,000 to develop information on Hmong views of health and illness for health care workers and educators. Contact: Denise Lecher, 651.662.3957, denise_m_lecher@bluecrossmn.com.

■ GIH Funding Partner

■ **The Blue Foundation for a Healthy Florida, Inc.** (Miami) awarded a \$10,000 grant to **Friends of St. Lucie County Public Health, Inc.** to support the **Black American HIV/AIDS Health Education Outreach Demonstration Program**. Friends of St. Lucie will support their local health department by focusing on the public health needs of traditionally underserved African Americans and Haitians. The program uses a grassroots approach and goes beyond traditional disease prevention methods by directly addressing the environmental, social, and behavioral factors that affect the health of minority populations. Funding will be used to train and inform community members in familiar environments – from local faith institutions to hair salons – about the risk and awareness of HIV/AIDS prevention, screening, early detection, and self-management. Contact: Bruce Middlebrooks, 904.905.3400.

Delta Dental Foundation (Okemos, MI) announced intended funding to support initiatives that address oral cancer. Funding will be appropriated in the form of one **Thomas P. Moore, II Memorial Grant**, a \$25,000 award that will support programs that help conduct oral cancer research, offer oral cancer education, or develop and heighten public awareness about oral cancer. For more information, visit www.deltadentalmi.com, select "Delta Dental Foundation," and click on the "Grants" tab. Contact: Kristin Kovach, 517.347.5244, kkovach@deltadentalmi.com.

■ **Robert Wood Johnson Foundation** (Princeton, NJ) announced intended

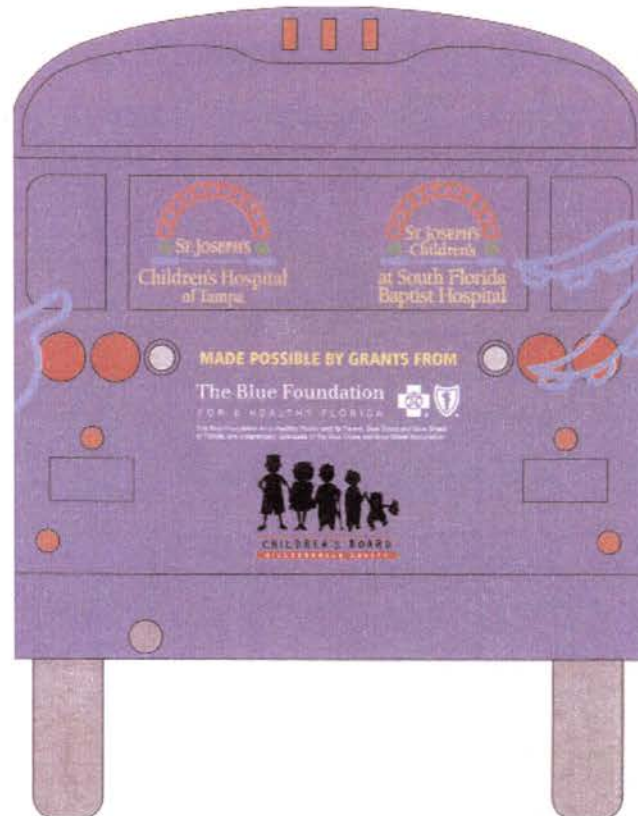
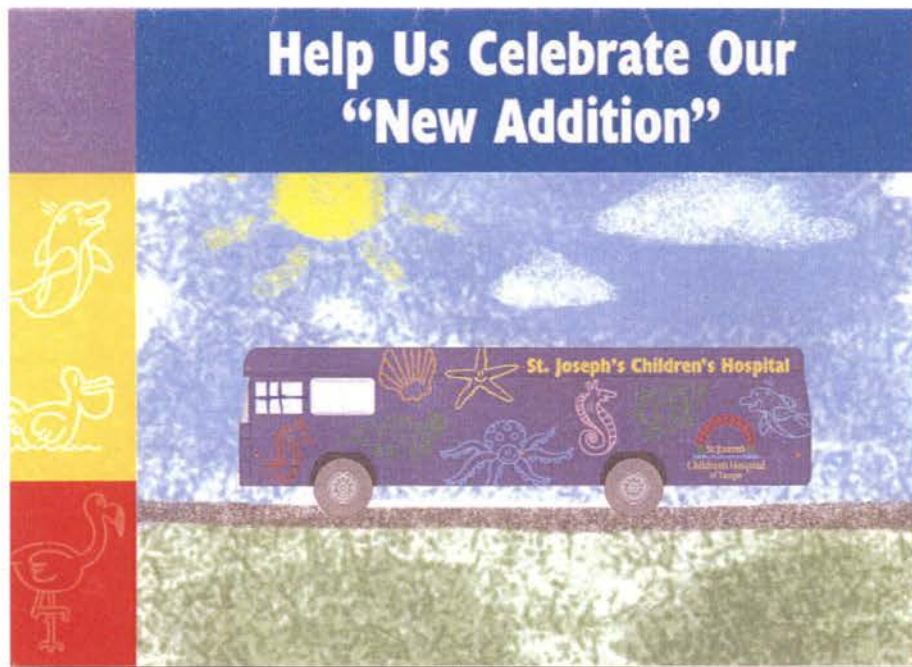
GIHNEWS

NEW 2007 GIH FUNDING PARTNERS

GIH is pleased to announce that the following organizations have become Funding Partners in 2007.

- **The Bauman Family Foundation**
Washington, DC
Primary contact: Patricia Bauman,
CEO and President
- **Community West Foundation**
Cleveland, OH
Primary contact: Peter Schindler,
Program Officer
- **The Rosalind and Arthur Gilbert Foundation**
Santa Monica, CA
Primary contact: Robbie Diamond,
Administrator
- **The Healthcare Foundation of New Jersey**
Millburn, NJ
Primary contact: Robert Hyfler,
Executive Director
- **Healthcare Initiative Foundation**
Bethesda, MD
Primary contact: Karen Green,
Executive Director
- **The Robert F. and Eleonora W. McCabe Foundation**
Vero Beach, FL
Primary contact: Lenora Ritchie,
Executive Director

continued on page 2



SJB Team Members Live Our Values

Responsibility

Our responsibility to our community is evident in the services that we provide.



The SJCH Children's Advocacy Center held a Bus Blessing and Ribbon Cutting to unveil its newly

refurbished Mobile Medical Clinic. Peter A. Gorski, M.D., M.P.A., director, Research and Innovation for the Children's Board of Hillsborough County, and Tanya Easterling, senior manager of Public Affairs for the Blue Foundation, help SJCH COO Mike Aubin cut the ribbon. The Blue Foundation donated \$25,000 and the Children's Board donated \$20,000 for the project.



SFBH team members held a day of "Fun-raising" to benefit the American Cancer Society's Relay for Life. In addition to pie throwing, tricycle races and a dunk tank, a few team members, like Nancy Clark, Gift Shop manager, were brave enough to pucker up for a pig. The team raised a total of \$3,500 for their efforts.



Jana Butler, manager, SJB Community Health and Weight Management, rejoices after sinking a putt at the annual SFBH Children's Golf Classic. Proceeds from the event support a wide variety of children's services in the community, such as SFBH's pediatric health programs and screenings; the Wellness on Wheels program; the Kiwanis Club's support of scholarships; and the Plant City Chamber of Commerce's support of scholarships. Some of the benefits to local children in 2007 came through over 2,000 vision and scoliosis screenings in local schools, and 125 back to school physicals. The tournament raised \$30,000.



Trust



Participation in the annual countywide disaster drill generates trust in our community and in each other that we are prepared to handle critical situations if they arise. Reggie McPherson, security officer, Carmen Zeno, security coordinator, and Dennis Rivera, security locksmith, breathe a sign of relief as they dry off after spending a morning in the decontamination tent during the recent Code Green drill at SJH.

Respect

Earth Day activities show a respect for the environment.

(Left to right) Mary Emery, Clinical Engineering Services team leader, Dave Taggart, Facilities finish worker, and Heather Coats, Community Health Program coordinator, plant



a crape myrtle as Jim LeHeup, Plant Operations manager, and Rev. Richard Bills look on. Rev. Bills also blessed the tree, which was planted in the team member parking lot.



SJB celebrated Diversity Month with a variety of activities – most notably, departmental diversity luncheons.

The countries of Italy, Greece and Germany, the US states of Ohio, South Carolina, California and Florida, as well as Jewish cuisine, were represented at the SJB Community Affairs diversity luncheon.



Holly Anglen, Amy Bartley, Brian Cupari, Laurie Winkles, Tammy Reed, Jackie Farruggio, Beverly Littlejohn and Amy Gail determined that a siesta would be the appropriate accompaniment to the meal.

Lupe Wieloszynski, SJB Team Resources recruiter, created a display board to share her Cuban heritage with her co-workers. Loraine Genus, Team Resources representative, in addition to helping Lupe prop up her display, served Jamaican curried goat to give team members a taste of the island nation where she was raised.





A Mobile Approach to Wellness

Local Presenter: Mobile Clinic
 Outreach and Care Services, Allyn B.C.
Child Advocate:
 St. Joseph's Children's
 Hospital & Center
 14214 East 24th Ave.
 Tampa, FL 33615
 Phone: (813) 875-5581
 Fax: (813) 875-5582
 Email: allyn@stjosephshospital.org



Description:

Utilizing a mobile approach to health care, patients with limited access to medical services for entering medical history at a mobile health unit.

Learning Objective 1: Provides services that "travel" families where they are, timely and efficiently.

Learning Objective 2: Identify community partners who are valuable resources for families and agencies.

Learning Objective 3: Offer health care services to underserved populations to the community that need access to health care services, to be the most efficient manner of operation.



Introduction/Background/Challenge

The growing cost of health care in the United States has become a major concern for many families. Subsequently, the number of uninsured and underinsured individuals has increased significantly. These individuals face a number of challenges for many families, including the most basic forms of health care. Such services include immunizations and well-child visits, which are required for children to be enrolled in school or day care. Although health departments and community clinics offer these services, they are often not in a location that allows all populations to access this form of care. In response to these needs, the Mobile Medical Clinic (MMC) was created to serve families and decrease barriers for school enrollment.

Initiative, Project or Approach

From the start, the staff of the Mobile Medical Clinic was committed to providing services to assist families who may be unable to afford the school and daycare requirements. The MMC provides immunizations and well-child physicals to children who do not have insurance, are enrolled in Medicaid, the Senior American, or have health insurance that does not cover immunizations. The clinic is literally a 40-foot bus that visits various locations throughout the

Tampa Bay area in an effort to meet patients at a time and place that is convenient for them. Under our supervision at Health Departments and clinics, our days and hours can be flexible.

The ideal rationale for this approach was to serve our county's significant migrant and underserved populations who live and work in rural areas, and who may be obligated to work during traditional clinic hours. Each MMC patient receives an appointment time and a commitment to arrive with times of less than 10 minutes. In addition, wrap-around services such as health and safety education and transportation are provided. For the state, SCHEER Medicaid are provided based on the individual family's needs.

Results/Outcomes or Potential

The Mobile Medical Clinic has been providing services in high-need areas for over three years. In its first year, only 25 children received services in the program. By 2006, the program had grown to serve over 415 children and their families. In 2007, we saw 975 children. The MMC has become a trusted source of health care for medically underserved families within the county. The clinic staff is constantly looking to provide the most efficient and relevant resources to our families.

Key Lessons Learned

The clinic staff learned how important it is to keep the population being served. Knowing how and where to reach families is vital because they are the most important part of the program. Additionally, delivering services and messages in culturally appropriate ways increased our effectiveness within the community. Finally, partnering with trusted community members increased our credibility.

Future of the Initiative

Currently, the services offered are expanding to new areas within our county. We have also received funding to rebuild the clinic to create a more space-efficient and physically appropriate environment for our patients, allowing for greater and potentially increased services.



OrlandoSentinel.com

CENTRAL FLORIDA THE AREA IN BRIEF

Pesticide exposure battled

September 6, 2007

APOPKA

The Farmworker Association of Florida will expand its efforts to prevent pesticide exposure among the state's farmworkers, using funds from a grant by The Blue Foundation of Healthy Florida.

The Apopka group, which advocates for the rights of mostly immigrant workers in agriculture, received a two-year \$100,000 grant from the philanthropic affiliate of Blue Cross and Blue Shield of Florida, a Jacksonville health-care company. The funds are part of the foundation's outreach to the uninsured and underserved communities of the state, said Michael Hutton, the foundation's grant manager.

The funds will support a two-year project that involves teaching workers about the risks of pesticide exposure and offering access to health clinics for those workers.

Association director Tirso Moreno said in a written statement the grant will let the group "focus on significant environmental health issues" affecting those workers "while empowering them to take charge of their health care."

Gary Taylor, Katie Fretland, Kate Santich, Victor Manuel Ramos, David Damron and Rich McKay of the Sentinel staff contributed to this report.

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THURSDAY, DECEMBER 27, 2007

FINAL EDITION 50 CENTS

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FAMILY & FUND | Holiday Campaign



'I HAVE SO MUCH HOPE'

By WILLOUGHBY MARIANO | SENTINEL STAFF WRITER

DAYTONA BEACH — Balancing on a child-size classroom chair, her younger son squirming in her lap, Amanda Nero said she no longer feels afraid.

She felt unsure years ago, when doctors diagnosed her older son, Christian, now 5, with autism, and again when her younger son, Jaden, 3, was diagnosed as well. They might never know the joys of a typical childhood, she thought.

But as Jaden buried his head into Nero's shoulder, the Ormond Beach mother said she now believes her sons can know happiness. She has the support of her husband and the help of her 6-year-old daughter. And soon, Nero will have the assistance of a program that teaches parents how to give their autistic children the hours of therapy they need.

"I have so much hope," Nero said.

Christian and Jaden are students at a Daytona Beach charter school run by Easter Seals of Volusia County, where children who have disabilities learn alongside those who don't. The organization is among the charities that benefit from the Orlando Sentinel Family Fund Holiday Campaign, which through donations supports its mission of serving the

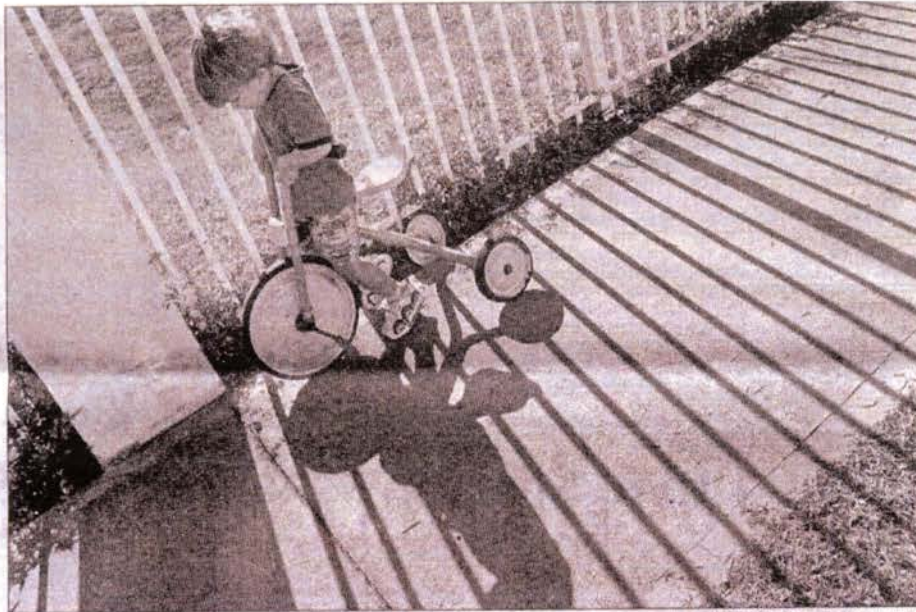
Amanda Nero, who has 2 autistic sons, stays positive with the help of a program run by Easter Seals. Parents learn to interact with their children in a way that turns play into therapy.

VIDEO EXTRA

Learn more about the Nero family and the Easter Seals program, plus see other stories, video and slide shows from this year's Orlando Sentinel Holiday Campaign, at OrlandoSentinel.com/familyfundstories

■ Find out how you can help holiday campaign. | Page A8

PLEASE SEE FUND, A8



PHOTOS BY SARA A. FAJARDO/ORLANDO SENTINEL

Jaden Nero rides a tricycle on the playground at a Daytona Beach charter school that is run by Easter Seals of Volusia County.

'I have so much hope,' mother says

FUND FROM A1

disabled.

The boys are joining the organization's P.L.A.Y. Project Home Consulting Program, which teaches parents to play with their children in a way that transforms everyday interactions into therapy. Experts recommend 25 to 40 hours of therapy each week, but such treatment by professionals is out of reach for all but the super-rich. When done by professionals, treatment can cost at least \$65,000 per year, said Krista Barringer, Easter Seals Charter School principal.

The P.L.A.Y. Project is \$3,500 per child plus travel, and the Nero boys received full scholarships.

The program teaches parents to perform some of the therapy that professionals do and incorporate it during daily activities such as bath time, a visit to the grocery store or a trip in the car.

Once a month, a consultant will travel to the family's home, videotape how she plays with her children and critique the interaction. Nero will learn how to "close the circle," or draw her children into the give-and-take of social interaction that is ordinary to most children but a rare feat for those with autism.

On a recent morning, Barringer caught Jaden's eye, placed her hands over her eyes like a pair of imaginary binoculars and smiled.

"Peekaboo!"

Jaden squealed and did the same.

"You see, we closed the circle," Barringer said. In other words, he acted, she responded,



Jaden Nero isn't pleased as dad Jamie brushes his hair at their home.

and he responded back. Autistic children often don't react.

This is a rare moment for Jaden. He often prefers to spend long minutes staring, and it's hard to get him to smile. Children with autism don't feel the need to interact as other kids do.

The hope is that after a year of therapy provided by the P.L.A.Y. program, Christian and Jaden will rehearse this interaction so often that it becomes natural.

Autism, a developmental disability with a range of symptoms, can make it difficult or impossible for children to relate to others. They struggle to communicate and frequently have a degree of mental retardation.

The realization that Christian might have been autistic came in the middle of the night, as Nero's husband, Jamie Nero, 33, was watching a show on television about a surfer and his autistic son. He rushed into the bedroom, woke his wife and asked, "Could our son be autistic?"

They knew that Christian was

different but couldn't put their finger on why. He never smiled for pictures and always seemed aloof. "Old Story Face," they called him.

The hunch was right, and Christian went into autism therapy.

When Jaden was 2, Amanda Nero noticed that he stopped using words he learned, one of many signs of autism. A battery of tests confirmed that both of her boys had the disorder.

"I thought, 'This couldn't be,'" Amanda Nero said.

What the mother already knew about the disorder was of little help. After college, she worked in a group home for severely autistic children. Some had such severe cases that they'd never live independently.

Christian and Jaden's autism is different.

On a recent day at the charter school, Christian bounded across the playground with a dozen or so other children, climbing onto a seesaw as if he

HOW TO HELP

Thousands of children, families and the elderly throughout Central Florida need your help this holiday season. Contributions to the Orlando Sentinel Family Fund Holiday Campaign provide toys and clothes for thousands of children. The money also helps local charities that supply food, shelter and other services to children, families and the elderly throughout the year.

All administrative costs of the campaign are paid by the Sentinel and the McCormick Tribune Foundation, which contributes 50 cents for every dollar donated.

Want to help? Mail in the coupon on Page B4, where you'll find a list of the latest contributors. You can also charge a donation to a credit card by calling 1-888-663-4483 or going online at OrlandoSentinel.com/familyfund.

Questions about the Holiday Campaign? Leave a message at 407-420-5591 or e-mail holidaycampaign@orlandosentinel.com.

were tackling a lineman.

Jaden is more shy. Back at the classroom, Jaden trained his eyes on a television screen, uninterested in his schoolmates as they dashed about.

Then, for an instant, Jaden glanced at his mother. Amanda Nero caught his eye and blew on his blond bangs. He smiled back and giggled. The circle was complete.

Willoughby Mariano can be reached at wmariano@orlandosentinel.com or 407-420-5171.

News-Journal (Daytona Beach, Florida)

December 12, 2007 Wednesday
Final Edition

Care for special children, a break for their parents Family's loss provides gift for others

BYLINE: ANNE GEGGIS - STAFF WRITER

SECTION: SECTION A; Pg. 1A

LENGTH: 943 words

DATELINE: DAYTONA BEACH

DAYTONA BEACH -- Watching children sing carols as they jumped around -- or pulled themselves along -- in a line to Santa was an achingly bittersweet moment for Bob and Wendy Minotti.

The Easter Seals-sponsored respite session -- in which parents and caregivers of disabled youngsters could leave their children in volunteer hands for four hours -- is exactly the sort of thing they believe could have saved their son's life.

Desperate for a break from the never-ending task of caring for their son who had Down syndrome and autism, the Minottis put Joey in an Orlando group home in 2002. They were told he'd be in the care of professionals who could reach into his world better than they could.

And they believed that -- until a dose of methadone administered there killed him a few weeks before his scheduled return to the family's DeLand home. "I don't know if I'll get over the guilt of thinking that I could have done better," Bob Minotti said.

Determined their son's life will have meaning that will continue on, the Minottis donated a portion of the money they received from a \$10 million jury verdict over Joey's death. And so Joey's Gift Respite Care is going to be one component of the Autism Center for Excellence that Easter Seals is officially opening next Wednesday at the Easter Seals center on Dunn Avenue in Daytona Beach.

For four hours at each respite session, children with disabilities and their siblings get the attention of numerous volunteers, while their parents get a much-needed break. A handful of respite sessions was held this year, and this month the program expanded into Flagler County.

Bob Minotti said he's going to see to it that Joey's Gift spreads throughout the country -- a model for other Easter Seals chapters to follow.

This is my life's work now," he said.

Easter Seals of Volusia and Flagler Counties decided to make autism a bigger priority when staffers noticed that a growing number of children getting services had some form of autism.

The increase in the little-understood developmental disorder -- with symptoms ranging from an inability to understand nonverbal cues to being unable to learn to speak -- echoes national trends. The number of children with some form of autism has grown to as many as 1 in every 150 children, up from 1 in 2,000 children 25 years ago, in part, due to the expansion of the syndrome's definition.

The local Easter Seals chapter was awarded an \$80,000 grant for two years from the Blue Foundation, the philanthropic arm of the insurance company, **Blue Cross/Blue Shield**. With that money, Easter Seals has set up a center where children can be diagnosed and receive intervention earlier.

One of the things that the parents reported to us is that it was difficult to get a diagnosis -- it would be delayed for years and years," said Lynn Sinnott, president of the local Easter Seals.

Dorothy Lefford, clinical coordinator of pediatric therapy services for Easter Seals, said increased awareness of autism's symptoms means children can be diagnosed one to two years earlier than they would have been a decade ago. The autism center will offer a number of therapies to children who have a difficult time relating to the world so they can communicate and learn.

Joey's Gift Respite appears to be on its way to taking off. Twenty-nine volunteers showed up last week to help surround 42 children with fun and games while their parents and caregivers took a break.

Those children would have to get in a 15,000-person line to get this kind of relief through state services, said Ed DeBardleben, local administrator of the Agency for Persons with Disabilities.

We would like to reduce the wait list as much as possible," DeBardleben said. "But while people are waiting, programs like Joey's Gift are providing opportunities for families."

The respite was the first time Skyla Petty of Bunnell ever left her son, 23-month-old Ryan Mellow, who has Down syndrome, without family members.

I was apprehensive at first," she said, explaining she set out to do some Christmas shopping and her first pedicure in two years. "It was a big thing for him, because he's normally with me, my mom or my family. But he had a wonderful time."

Joey's mom, Wendy Minotti, had gone for 10 years with hardly an appointment for herself at the dentist or doctor before Joey went to the group home. She took showers as quickly as possible -- and became more and more worn down as she focused on a child who needed constant care.

You have a big boy with a mind of an 18-month-old," said Minotti, whose son's stocking still hangs on the fireplace next to those of his four siblings. "(If you weren't right there) you didn't know whether he was finding something he

could hurt himself with."

For more information about the services for children with disabilities at Easter Seals, call 386-255-4568 or visit easterseals-volusiaflagler.org.

Did You Know?

Autism awareness has grown by leaps and bounds recently due to an increase in diagnosis and a proliferation in celebrity connections.*Last fall, Jon Stewart hosted Comedy Central's "Night of Too Many Stars: An Overbooked Benefit for Autism Education."*Actress Jenny McCarthy recently published "Louder Than Words: A Mother's Journey in Healing Autism," about the diagnosis and treatment of her 5-year-old son, Evan Joseph, in 2005.*Former Miami Dolphins quarterback Dan Marino said he "didn't know what autism was" until his son was diagnosed. He and his wife, Claire, established the Dan Marino Foundation in 1992 to support medical research, treatment and outreach programs.

SOURCES: Compiled by News Researcher Janice Cahill from Chicago Sun Times, Forbes.com and The New York Times.

LOAD-DATE: December 13, 2007

LANGUAGE: ENGLISH

GRAPHIC: Caption: Photo 1: Ryan Mellow, 23 months, smiles as he plays with volunteer Diana Lindley. Ryan spent time at Joey's Gift Respite Care, a service that allows parents and caregivers of special-needs children to take a break from caring for the children. It was the first time Ryan's mother, Skyla Petty, has left him with someone other than family. "I was apprehensive at first . . . but he had a wonderful time," she said. News-Journal/ JI-EUN LEE
Photo 2: Bob Minotti smiles as children sing Christmas carols during a recent session of Joey's Gift Respite Care. Bob and Wendy Minotti's son Joey died at an Orlando group home after he was given a fatal overdose of methadone. Some of the proceeds from a \$10 million court decision were donated to provide the care.
Photo 3: Colin Larson sits on Santa's lap recently at Easter Seals in Daytona Beach. Joey's Gift Respite offers a service to parents and caregivers of special needs children, providing a break from caring for the children. News-Journal/ JI-EUN LEE

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Local program helps low-income kids get dental care

Dental care left undone can cause major health problems

Posted on Tue, May. 20, 2008

BY ERIKA BERAS



MARICE COHN BAND / MIAMI HERALD STAFF

Charline Delva, 4, learns how to brush her teeth properly at Community Smiles dental clinic in Miami.

FOR MORE INFORMATION

Community Smiles/Dade County Dental Health Clinic operates from Lindsey Hopkins Technical Education Center, 750 NW 20 St., Miami.

Pediatric services are offered from 8 a.m. to 3 p.m. two days a month; another day per month is set aside for orthodontic work.

An appointment is necessary. The clinic serves people whose income falls below various measures. Jackson Memorial Hospital determines financial eligibility. Call 305-585-2222 for more information.

Yamila Nuñez flashes her two new teeth to her mother Trissia Espinosa.
"See? They're shiny!"

Yamila's dentist, Lester Gil, had just done a pulpotomy -- a baby tooth root canal treatment. She had two teeth pulled because of decay; the root canal was necessary before implanting the crowns into her gums.

That was on her right side; the left side will be taken care of next month. It's a lot of dental work for a 7-year-old, but this was only the second time the North Miami Beach girl had been to a dentist. The first time was a month ago after she complained to her mother about a toothache.

Yamila found help at Community Smiles, an outgrowth of the Dade County Dental Health Clinic, which has been providing dental care to the underserved since 1946. Three days a month, the clinic's volunteer dentists and orthodontists take care of children's teeth, a growing area of concern since the number of children with tooth decay has increased significantly over the past two decades.

"Dental disease is the most prevalent children's disease," said Beverly Largent, incoming president of The American Academy of Pediatric Dentistry.

Tooth decay affects more than one-fourth of U.S. children aged 2-5 and half of those aged 12-15, numbers that have steadily increased in recent years, according to a February 2008 report from the Centers for Disease Control and Prevention.

Low-income children are the hardest hit -- two-thirds of those between the ages of 12-19 who live below the poverty line have had tooth decay, according to the CDC.

The problem is acute in Florida, where nearly one child in five does not have health or dental insurance, making it one of the states with the highest uninsured children rates. "Many of the children we see here are coming from other countries where they might not have this sort of information on how to take care of their teeth," said Gil, the volunteer dentist who worked on Yamila's teeth. She is originally from Uruguay.

Gil, a resident at the University of Florida's dental school branch in Hialeah, is training to be a pediatric dentist. A shortage of such dentists contributes to the problem. There were 250 pediatric dentists in Florida in 2007, compared with 7,015 general dentists in the state, according to the American Dental Association.

The consequences of untreated dental disease can be dire: When cavities are not filled, teeth can atrophy. That can lead to disease and leave a person unable to chew, causing malnourishment.

In rare instances, bacteria from the gums can spread to the brain. In a well-publicized case, Deamonte Driver, a 12-year-old Maryland boy, died after bacteria from a tooth abscess spread to his brain. The boy's Medicaid coverage had lapsed. A routine tooth extraction -- the kind the dentists do at Community Smiles -- could have saved him. Dental disease also has cosmetic implications -- children may not want to smile if they have rotted or missing teeth.

"That is a problem," Largent said, "because we want our children to be good social beings. We want them to be able to smile. We want them to be happy little children." Gil has been volunteering monthly at Community Smiles for the past year.

"Many of the kids just have so many problems," he said. "They have cavities, they have teeth that need to be pulled out, some of it is caused by bad nutrition -- like feeding babies soda. And because their teeth hurt, they suffer more bad nutrition."

Children with weak or missing teeth can't easily chew on the foods they need most during their formative years -- fruits and vegetables and foods rich in protein. The result can be physical and mental weakness.

After working in Yamila's mouth, Gil spoke to Yamila's mother about feeding her sugary foods less and brushing her teeth more.

The children who walk through the clinic's door have tiny teeth that are brown and splintered -- sunken into gums, marred by neglect, infected with bacteria. They get to the clinic after being referred from mobile health vans, outpatient clinics, screenings at foster homes and Jackson Memorial.

The clinic's director, Dr. Robert Wolf, calls the mouth the window to one's health. When a cavity goes untreated, decay eats into the center of the tooth, eventually entering the nerves and blood vessels.

Wolf said Community Smiles can serve as a model. Up to 45 pediatric dentists volunteer on a monthly basis. They, in turn, attend lectures and get credits from the Board of Dentistry. The clinic, which worked with 500 children last year, is funded through grants and donations.

On a recent weekday, Katiana Thelemegue, 4, accompanied by her mother Suzette Gume, had a dental sealant placed on her teeth. It was her first trip to the dentist. The American Academy of Pediatric Dentistry suggests all children see a dentist by their first birthday.

"She is lucky," said volunteer dentist Alain Selenou, who had seen other children of the same age whose teeth looked "like sticks."

The little girl grinned widely, clutching a new toothbrush and a box of candy. "She has very good oral hygiene," he said. "It could have been much worse."

Family Nurturing Center Of Florida

News

News » FNC awarded Blue Foundation Grant

FNC awarded Blue Foundation Grant

Family Nurturing Center of Florida, Inc., Receives \$67,517 Grant from The Blue Foundation for a Healthy Florida

Jacksonville, Fla. — Families with children who have serious illnesses will have help managing life's challenges thanks to a grant from The Blue Foundation for a Healthy Florida. The Family Nurturing Center of Florida, Inc. (FNC) today received a \$67,517 grant from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF). The funding will be used to fund the Nurturing Program for Parents and their Children with Health Challenges, a program designed to help families cope with the life-altering illness of one of their children.

FNC is a multifaceted supervised visitation and parent education center that supports underserved and uninsured families in Duval, Baker and Clay counties. The Nurturing Program helps families explore their hopes and fears, develop effective parenting techniques, enhance communication, develop strategies for facing challenges and recognize opportunities for celebration. During the two years funded, FNC expects 72 families to complete the program.

"This grant gives FNC the opportunity to launch the Nurturing Program and help foster growth and strengthen the family dynamics of its participants," said Joe Nullet, executive director of FNC. "This generous support from The Blue Foundation enables us to continue our vision of creating a community of nurturing care for our children and their families."

The Blue Foundation for a Healthy Florida is dedicated to making a constructive contribution to the health and well-being of Floridians – especially the uninsured and underserved. The FNC grant is one of ten, totaling \$747,960, The Blue Foundation for a Healthy Florida has presented this summer to nonprofit health clinics and community outreach programs across Florida.

"The Blue Foundation for a Healthy Florida is proud to support the Family

Nurturing Center of Florida,” said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. “It is through such partnerships that we are able to build lasting solutions to meeting the health care needs of Florida’s communities.”

The Blue Foundation for a Healthy Florida awards grants during two grant cycles per year. With the completion of the 2007 summer grant cycle, The Blue Foundation for a Healthy Florida will have awarded 133 grants totaling nearly \$7.4 million since its founding in 2001.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of BCBSF incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its web site at www.bluefoundationfl.com.

The Family Nurturing Center of Florida (FNC) serves families separated by foster care, relative placements, emergency shelters or involvement in family courts. FNC meets the needs of these families with a range of programs, all designed to help nurture the family ties that are so important to the health and well-being of every family member. For more information on the FNC, please visit its web site at www.fncflorida.org.

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This will help your health and brighten that smile

Yulee clinic teaches benefits of healthy mouth while it cleans

By ANNE MARIE APOLLO, The Times-Union

YULEE - This isn't just about white teeth and bright smiles.

Intent on the mouth yawning open in front of her, Nassau County Health Department dental hygienist Cathy Childress lists the conditions worsened by poor oral health and bacteria that thrive below the gum line.

Diabetes, she said, scraping away at deposits left on her patient's teeth. Heart disease. Low birth weight.

Fifteen minutes later, 17-year-old Richard Steedman is out of Childress' chair and vowing to floss for life.

His teeth and gums are in good shape.

With an increasing body of evidence to show the link between healthy mouths and healthy bodies, there are more people focused on keeping them that way, particularly for children in rural areas or without access to regular dental care.

"A lot of parents and adults don't understand the importance of taking care of their mouth," Childress said.

It isn't solely a cosmetic concern.

Bolstered by grants, several health departments on the First Coast, among them Nassau County, are expanding dental clinics that reach children through Medicaid and other government programs. Often the

only providers of low-cost cleanings and tooth extractions for children in their areas, some are even reaching beyond their borders to treat children in neighboring counties.

Using state money, the Baker County Health Department will start sending out its new dental van to kids in Clay, Bradford and Union counties this summer.

"The reality is [some children] don't even have a toothbrush," said health department administrator Kerry Dunlavey.



BOB SELF/The Times-Union
Dental hygienist Cathy Childress coaxes Richard Steedman, 17, to open his mouth wide as she inserts a fluoride foam-filled mouthpiece into his mouth as she finishes his teeth-cleaning Friday morning.

Click Thumbnails to View



Another recent grant allows it to offer dental care to women who may soon become pregnant, following through on recent research showing oral health can affect a future pregnancy.

According to the most recent data kept by the Florida Department of Health, fewer than half of Baker County's low-income adults surveyed in 2002 had a dental cleaning in the prior year. The percentage was lower in Nassau County.

Both areas have well-established dental clinics for children but said access for low-income adults still needs work.

The Nassau Health Department this summer is working closely with the Barnabas Center in Fernandina Beach to launch a free-standing low-income dental clinic for adults, a first for the area.

Susan Holden-Dodge, the center's executive director, said she expects the clinic to see 860 patients in its first year, many of them multiple times.

Staffed by volunteer dental professionals, the clinic will have a grand opening in August, offering extractions and fillings as well as hygiene services to the needy.

The Barnabas Center, which also runs a medical clinic, previously had made referrals to local dentists willing to donate their time to a patient at a time out of their offices, but found demand for the services overwhelming.

"The need is so great," Holden-Dodge said. "We had over 100 people on the waiting list."

Efforts toward an all-volunteer dental clinic in Clay County are under way as well, already drawing donations from more than 30 sponsors.

Like many other clinics in the area, it plans first to focus on children.

Rural children in particular have special concerns. Most water in Nassau County is not fluorinated, said Childress, who has seen cases of advanced tooth decay in kids there.

Many also live miles from the county's Yulee clinic, causing transportation problems health officials hope to address through a new teledentistry program set to launch soon. Through it, hygienists working from a new office in Hilliard can provide care under the eye of a dentist watching a computer monitor at his desk across the county.

The dentist's voice will be heard, too, but if Childress is working there the message about the important of a health mouth will already be coming across loud and clear.

"They call it plaque, but it doesn't connect," she said of the buildup near her patients' gums. "People need to know [without proper oral care] your health is going to be compromised."

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EXECUTIVE SUMMARY

SUMMER 2007 MEDIA PLACEMENTS

The Blue Foundation for a Healthy Florida awarded grants totaling \$747,960 to 10 organizations as part of its summer 2007 grant cycle. Public relations efforts to generate publicity for the announcement and 10 subsequent check presentations included the distribution of media advisories, press releases and follow-up calls to the media. Human interest stories were also distributed with the press releases and featured interviews with patients/clients and/or administrators of the recipient organization. From August 2007 to October 2007, media coverage resulted in one TV placement, 16 print placements and 17 online placements. Initial approximations for advertising equivalency total \$4541.08 for print \$600 for broadcast and \$503,666 for online for a grand total of \$508,807. In all, approximately 62,260,170 people were potentially exposed to media coverage resulting from The Blue Foundation's 2007 summer grant cycle.

North Florida

Coverage in three print publications included *The Florida Times-Union* on Barnabas Center, Inc. and Family Nurturing Center; *The Fernandina Beach News Leader* on Barnabas Center, Inc.; and *The Tallahassee Democrat* on We Care Network. Print coverage also included seven weekly trade publications that covered The Blue Foundation's 2007 summer grant cycle. Online pick up generated six placements. First Coast News (WTLV-TV 12) at 5:30 p.m. aired a story on the Family Nurturing Center. For North Florida, approximate ad equivalency totals are \$2,521.33 for print, \$353,806 for online and \$600 for broadcast for a grand total of \$359,927. In all, potential impressions for print, online and broadcast totaled 22,963,948 people.

South Florida

Coverage in three print publications included a brief in *The Palm Beach Post* on Friends of St. Lucie County Public Health, and features in *Stuart News* on Friends of St. Lucie County Public Health and the *Westside Gazette* on Dade County Dental Research Clinic. As of now, ad equivalency for print coverage is more than \$1,238. For online coverage, three separate articles were published about Friends of St. Lucie County Public Health on TCPalm.com for an ad equivalency of \$11,040. In all, potential impressions for print, online and broadcast totaled 2,297,657 people.

Central Florida

Coverage in three print publications included briefs in the *Orlando Sentinel* on Community Health Centers, Inc., and Farmworker Association of Florida. Online pick up generated four placements including two articles in OrlandoSentinel.com, an article in the Orlando Business Journal and in news.moneycentral.msn.com. For Central Florida, approximate ad equivalency totals are \$1,463 for print and \$108,361 for online for a grand total of \$109,824. In all, potential impressions for print, online and broadcast totaled 36,279,420 people.

West Florida

A write up on the Physician Led Access Network is yet to be published in *N Magazine's* November issue under the "scoop" section. West Florida coverage also included two online placements. The Tampa Bay Business Journal's online site published an article on St. Joseph's Children's Advocacy Center and NaplesNews.com posted a feature on the Physician Led Access Network. Both online placements totaled an ad equivalency of \$23,795. In all, potential impressions for print, online and broadcast totaled 719,145 people.

WINTER 2007 GRANT CYCLE



DLC Nurse and Learn received a \$99,000 grant from The Blue Foundation (North).



Tony Jenkins, a Board Member of The Blue Foundation, presented a \$100,000 check to The Center for Drug Free Living to be used over two years (Central).



The Helping Hands Clinic received a \$99,000 grant for three years from The Blue Foundation (North).



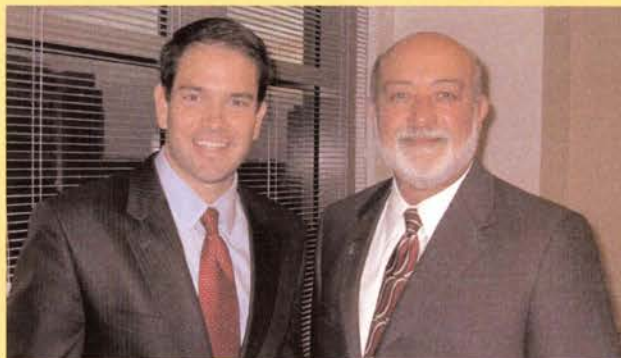
Tony Jenkins, Board Member of The Blue Foundation, presents a check to The Health Council of East Central Florida for \$50,000 to provide a health navigator (Central).



Tony Benevento, a Board Member of The Blue Foundation, presents a check for \$75,000 to the H.O.P.E. project. The H.O.P.E. project provides free/reduced price and accessible breast cancer screening to underserved and underinsured women in Palm Beach and Martin counties (South).



A \$93,835 grant was provided to Kristi House to support the opening of a North Miami-Dade County satellite office for mental health services for child victims of sexual abuse (South).



Marco Rubio, House Speaker, and Mario Rubio, Director, Constituency Relations, Governmental and Legislative Relations, attended the Kristi House check presentation.



The Way Free Clinic received a \$75,000, three-year grant to allow the clinic to expand its services to include OB/GYN care for women one Saturday a month (North).



A \$100,000 grant to Neighborhood Health Services supports the Mental Health Enrichment Program to improve program capacity (North).



Florida Institute for Community Studies received a one-year \$100,000 grant. Funding expands services to rural, older patients with diabetes (West).

Tony Jenkins, Board Member of The Blue Foundation, presents the check to Alayne Unterberger at FICS.





A 2007 Winter Grantee Evaluation training was held for all nonprofit organizations that received a Winter 2007 grant from The Blue Foundation. The training was led by Dr. Barbara Morrison-Rodriguez of BMR Consulting, LLC, pictured above with Dr. Michael Hutton, grants manager, The Blue Foundation.



Maryanne Bohatyritz, The H.O.P.E. Project, Ruthlyn Webster, Kristi House, and Amy Buggle, DLC Nurse and Learn, attended the training session. Participants learned how to better evaluate their programs and more accurately measure and define outcomes.

WINTER 2007 GRANT SUMMARIES

Organization: Children's Volunteer Health Network

Amount: \$95,651

Years: 1

Area: Northwest

Summary: Funding supports Just for Grins, a dental care program featuring a mobile dental bus to provide preventive care, follow-up treatment and dental education during school hours at Walton County schools for 1600 pre-qualified students in K-3 grades. Funding provides for dental supplies and the cost of renovations on a used dental bus.

Organization: DLC Nurse and Learn

Amount: \$99,000

Years: 3

Area: Northeast

Summary: DLC Nurse and Learn provides education and therapy to children with severe disabilities and medically complex conditions on a year-round basis. Funds will enhance the therapy currently provided to its clients up to the amount prescribed by their doctors. Treatment is currently limited by insurance policies, Medicaid and Florida Early Steps Program. Funds will be used to provide three full-time therapists (Speech, Physical and Occupational).

Organization: Florida Institute for Community Studies

Amount: \$100,000

Years: 1

Area: West

Summary: Funding expands services to rural, older patients with diabetes. FICS will recruit and train community educators from parents whose children use Redlands Christian Migrant Association childcare centers. These educators will share their knowledge among other parents and will also support Suncoast Community Health Centers' diabetes patients through the "Sweethearts" program. The partners hope to improve compliance among the diabetes patients, improve food choice among parents and begin to change cultural norms that cause patients to refuse treatment.

Organization: Grove House Supportive Services

Amount: \$64,000

Years: 1

Area: Northeast

Summary: Grove House Supportive Services provides services to help adults with disabilities to live dignified, independent lives. Funds enable mental health counseling to its consumers, their families and its staff. Funds support a part-time mental health counselor and a part-time coordinator for the program along with expected expenses.

Organization: Helping Hands Clinic

Amount: \$99,000

Years: 3

Area: North Central

Summary: Helping Hands Clinic is an 18-year-old free clinic in Gainesville. It operates one day per week out of a church social hall. Funds expand its operation by adding an additional site on a different day, hire a part-time administrator to perform clerical and basic operational functions, and to support specific costs related to expanding services to women.

Organization: Kristi House, Inc.

Amount: \$93,835

Years: 1

Area: Southeast

Summary: Funds support the opening of a north Miami-Dade County satellite office for mental health services for child victims of sexual abuse. This location would provide better access for families for whom transportation time and expense are frequently a barrier to accessing services. Specifically, funding would support salaries for a Program Director (partial) and for an MSW in the North Office. The goal is to serve 260 clients in the 12-month period. Kristi House is a 2006 Winner of The Sapphire Award recognizing excellence in community health programming.

Organization: Neighborhood Health Services

Amount: \$100,000

Years: 1

Area: North Central

Summary: Funding supports the Mental Health Enrichment Program to improve program capacity by providing more mental health assessments, interventions, case management and alternative treatments for patients of NHS, without admission to a mental health facility. Funding supports a part-time ARNP, medical supplies, training materials and prescriptions. The program would serve 7-9 persons per day, rather than 7-9 per month - estimating 1500 individual patient encounters and 24 group encounters.

Organization: The Center for Drug-Free Living

Amount: \$100,000

Years: 2

Area: Central

Summary: Funds will be used to develop and support a consortium of service providers to provide hepatitis prevention and treatment services for uninsured residents of central Florida, primarily Orange County. In the first year of the proposed program, efforts will focus on establishing the consortium, identifying services and negotiating agreements. The second year will be for implementation of the planned services to include: community awareness trainings, professional trainings, support groups and community screenings. Funds would be used primarily for staffing the consortium and operational costs.

Organization: The Health Council of East Central Florida

Amount: \$50,000

Years: 1

Area: Central

Summary: The Health Council is a health planning agency established by the state legislature. Funds will provide a Health Navigator for low-income residents to encourage and advise them how to seek treatment and how to establish a medical home. Clients will be referred by local hospitals, clinics, health fairs and social service providers.

Organization: The H.O.P.E. (Health Outreach Prevention Education) Project Corporation

Amount: \$75,000

Years: 3

Area: Southeast

Summary: H.O.P.E. provides free/reduced price and accessible breast cancer screening, breast health education and medical referrals to underserved and underinsured women throughout Palm Beach and Martin counties via a mobile mammography unit. Funding will provide for medical supplies and van equipment to support expanded operations in South Florida that would increase program capacity by 10% to serve a minimum of 2,200 women per year.

Organization: The Way Free Clinic

Amount: \$75,000

Years: 3

Area: Northeast

Summary: The Way Free Clinic, a volunteer-staffed free clinic, opened in April of 2006 serving the indigent migrant population in and near Green Cove Springs. Funds will allow the clinic to expand its services to include OB/GYN care for women one Saturday a month. Funds will be used to cover costs associated with the women's wellness program including: medical testing, prescriptions, medical consumables, hospitalization costs and educational materials related to women's health.



FLORIDA INSTITUTE FOR COMMUNITY STUDIES, INC. (FICS) El Instituto de Estudios Comunitarios de la Florida, Inc.

Newsletter Spring 2008

Volume 6, #1



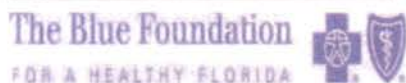
FICS Board members L-R, Front: Dr. Alvin Wolfe (Chair), Matilda Garcia, Maria Antonieta Riveros-Revello. Back: Dr. Steve Dubb, Domingo Noreiga and Jack Levine, JD (not pictured Carlton Lewis, Pablo Sierra, Jr. and Tony Jenkins)

Welcome! ¡Bienvenidos! This is our sixth year of operations and our newsletters have improved as we have grown. In this issue, we report on our **Blue Foundation Grant**, our **Project Prevention Model Program**, our **5th Anniversary Party**, held at the Lowry Park Zoo (Dec. 6, 2007),

Members of the Board of Directors, new partnerships and programs. We welcome new board members **Carlton Lewis and Dr. Steve Dubb!**

*Thanks to outgoing FICS Board Member, **Domingo Noreiga!** Domingo has been with our board for the past 4 years and he and his family have volunteered regularly at our events! We wish you the best!*

Thanks to the Children's Board of Hillsborough County, FICS is getting a makeover – stay tuned for a new logo and marketing!



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

**Saturday, JULY 26 2008, 12-3 PM
TNC PRODIGY SHOWCASE
Town n Country Recreation Center,
5036 Hanley Road, Tampa FL 33634**

Blue Foundation for a Healthy Florida Combats Diabetes with Historic Grant

For many years, FICS has collaborated with **Redlands Christian Migrant Association** and **Suncoast Community Health Centers** to realize our shared goals of an improved quality of life for underserved immigrants, many of whom are farmworkers. After three tries, FICS was successful in securing funding from the **Blue Foundation for a Healthy Florida** to pilot a joint

effort that utilizes health promoters, home visiting, lay education and clinic in-reach to help high-risk diabetes get their disease under control. Begun in January 2008, our **Sweethearts – Corazones Dulces** – and **Vivir Mejor** approach has been implemented in the community and in the Suncoast Clinics. In fact, we have already seen major progress in the first few months, with positive reports from Suncoast and RCMA staff and participants. Together, FICS, RCMA and Suncoast have made a commitment to share resources and pilot this program, which is funded at \$100,000 for one year. Our staff include Benji DeJesus and Ana Sanchez. We are always interested in expanding our volunteer and Community Advisory Board, so please feel free to join us in monthly meetings! Our next event is Three Kings Day in Wimauma, where there will be free health screenings, toys, food and fun! Please call Ana or Alayne at 813.249.8100 for more information. ¡Sí, se puede! Yes we can! **Join us.**



L-R Dr. Piguete (Med Dir. At Suncoast), Diana Lopez (Nursing Dir. At Suncoast), Benji de Jesus (FICS), Maria del Socorro Velasquez (FICS CAB member), Juan Gomez (FICS CAB member), Ana Sanchez (FICS), Josie Gracia (RCMA), Tony Jenkins (Blue Cross Blue Shield and FICS Board Member) and Alayne Unterberger (FICS)

The Numbers:

TOTAL DONATIONS 2007-8	\$27,032
Multicultural Family Center	
Sign Ins since 2005:	9601
HIV tests completed	217
Health Careers Expeditions 2008	82
Project Prevention Graduates	613
Prodigy Students (2007-8 only)	480
Summer Program (2008 only)	55
Sweethearts Program Diabetes Prev.	337

ABC-27 News At Sunrise
WTLX-TV CH 27 (ABC Tallahassee/Thomasville)
02/19/08 05:30 AM – 06:00 AM

DMA: 108
Spot Cost: \$20
Est. Audience: 938

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:05:01 Now those suffering from mental illness will have more local help. Neighborhood Health Services in Tallahassee will receive mental health funding thanks to Leon County Commissioners. The Executive Director at Neighborhood Health Services says the tens of thousands of dollars will help employ a part time mental health nurse practitioner and a case manager. The funding is only for one year but certainly needed. "We've been doing this since 1995 and for a while we had 5 volunteer doctors and psychiatrists and then it dwindled down to two so it's really like we've been putting a bandaid on a huge gash." In addition to the county's grant money, Neighborhood Health Services will receive a one hundred thousand dollar grant next week from the **Blue Foundation for a Healthy Florida**. 00:08:01

NEWS13 Orlando
04/30/2008 10:00 PM - 10:30 PM

Blue Cross Blue Shield of Florida is one of the major insurance providers in the state. And in an interest to keep call all Floridians healthy, news 13's Tiffany Greene tells us how its foundation is giving a big boost to healthcare agencies in Brockington. Tiffany Greene/Reporter: There's a lot of talk on the presidential campaign trail about healthcare and providing services for the uninsured and underserved. That issue is weighing heavy on the minds of many Americans, and in Florida, 3-point-8 million people do not have insurance. Right here in Seminole county, the health council of east central Florida says help is on the way. It was awarded a 50-Thousand dollar grant by the Blue Foundation for a Healthy Florida, that's an affiliate of Blue Cross Blue Shield of Florida. The money will provide outreach, health education and case management services to uninsured residents of Seminole county. It will also be used to hire staff and personnel for the Seminole county Health Navigator program. "Tiffany Greene/Reporter: That's building community, Tiffany Greene, central Florida news 13." To see how others are helping to build community, just head to news 13 on demand.

Business notes

Palm Beach Post Staff Writer

Sunday, April 27, 2008

The **Blue Foundation for a Healthy Florida**, the philanthropic affiliate of **Blue Cross and Blue Shield of Florida**, has given a \$75,000 grant to **The H.O.P.E.** (Health, Outreach, Prevention, Education) **Project** to improve access to free and reduced-cost breast cancer screening, breast health education and medical referrals via a mobile mammography bus

around the diocese

Spring Fashion

►► The Diocesan Council of Catholic Women hosted their 26th annual I Am Special Fashion Show fundraiser, Feb. 23, at St. Matthew's Catholic Church in Jacksonville. This year's program was larger than ever with models sporting the latest in spring and summer fashions. The models are selected from participants of Camp I Am Special and Camp Promise held each summer at Camp St. John in Jacksonville.

"This year's funds will help support our new mini-camp program in addition to supporting a session of Camp I Am Special," says Andy Duran, director of the Ministry for Persons with Disabilities. "The mini-camps (accommodating 36 campers) were created in an effort to allow those persons from our waiting list to have an opportunity to attend a camp session. In addition to the eight weeks of summer camp, the disabilities ministry will now host two mini-camps during the school year." For information about the camps or to participate as a camp buddy, call (904) 356-0810 or email: aduran@ccbjax.org.



Andy Duran of the Ministry of Persons with Disabilities escorts Amara Ryan as she models the latest in spring fashions for the I Am Special Fashion Show.

The Way Clinic receives \$75,000 Grant

Uninsured women in Clay County now have access to free gynecological and obstetrical services thanks to a \$75,000 grant from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida. The Way Free Medical Clinic will use the funds to expand services to include a Women's Wellness Program.



Accepting the \$75,000 grant for The Way Free Medical Clinic, Feb. 23, are (l-r): Father Donal Sullivan, pastor of Sacred Heart Parish, Green Cove Springs, Ed Galagos, Jeannie Gallina and Becky Gay from The Blue Foundation for a Healthy Florida.

"The uninsured and the migrant communities of Clay County are becoming increasingly underserved," said Jeannie Gallina, executive director of the clinic. "The Blue Foundation for a Healthy Florida's grant will enable The Way to bridge the gap in women's health services and reach women who may otherwise not seek the medical care they need."

An outreach ministry of Sacred Heart Parish, Green Cove Springs, the clinic also provides prescription and over-the-counter medications, lab testing by Consolidated Laboratories, outpatient screenings by Orange Park Medical Center, eye exams and glasses from United Optical and transportation to and from appointments by the Clay County Council on Aging. To learn more, call (904) 215-0624.

Church Leaders Meet with Florida Legislators

►► Catholics from the seven dioceses in Florida gathered at the Capitol in Tallahassee, March 11-12, to meet with legislators and discuss public policies of concern to the Catholic Church. Each participant was briefed on current issues affecting the lives and dignity of Floridians by members of the Florida Catholic Conference.

Catholic Days attendees joined public policy makers and the Florida bishops for a luncheon where Representative Anitere Flores, District 114, Miami, was presented

with the *Defensor Vitae* (Defender of Life) Award for her ongoing, courageous and valiant defense of the sanctity of life. Representative Bill Galvano, District 68, Bradenton, received the *Defensor Dignitas* (Defender of Dignity) Award for his continued efforts in protecting the human dignity of Floridians.



Bishop Kenny High School students and faculty met with Florida law makers for Catholic Days at the Capitol, March 11-12 in Tallahassee. From (l-r): Michael Sheedy, associate director of health for the Florida Catholic Conference; Dan Irazusta, Deacon Robert DeLuca, Rep. Audrey Gibson, Corinne Gooze, Joseph Yazji, Miracle Wilson, Elizabeth Trifiletti and Peter Wood.

GIH BULLETIN

*Helping grantmakers
improve the health of all people*

GRANT
MAKERS
IN
HEALTH

APRIL 7, 2008

NEW GRANTS & PROGRAMS

- **Austin-Bailey Health and Wellness Foundation** (Canton, OH) awarded nearly \$280,000 in grants to 10 Ohio-based organizations that address health issues for residents of Holmes, Stark, Tuscarawas, and Wayne counties. Among the grantees are: **Mercy Medical Center** (Canton) – \$90,000 to equip two dental treatment rooms at the center's dental clinic, which supports a dental residency program and treats several uninsured and underinsured patients; **Prescription Assistance Network** (Canton) – \$40,000 to improve access and assistance for persons who are unable to afford prescription drugs; **Society for Equal Access, Independent Living Center** (New Philadelphia) – \$32,300 to purchase a minivan with space for two wheelchairs; **Wilmot Fire and Rescue** – \$13,073 to supply a phone for an ambulance, as well as a cardiac monitor and training on how to use it; and **The Arc of Stark County** (Canton) – \$15,000 to support a summer camp program for disabled children. For more information, visit www.foundationcenter.org/grantmaker/austinbailey.
- **Blue Cross Blue Shield of Michigan Foundation** (Detroit) funded four projects with grants totaling \$363,152. **Wayne State University** (Detroit, MI) received \$128,346 to determine the psychological impact to family members who are present during a failed cardiopulmonary resuscitation attempt. A \$174,806 grant to the **University of Michigan** (UM) (Ann Arbor) will support efforts to link a

depression screening program for cardiac patients to a stepped treatment protocol that will be monitored by an innovative depression disease management program. The foundation awarded an additional \$10,000 to UM for a study to enhance the understanding of clinical practice patterns and attitudes about the use of spirometry for children with asthma in the primary care setting. A \$50,000 grant to **ALS of Michigan** (Southfield) will support efforts to alleviate some of the financial, emotional, and caregiving challenges experienced by caregivers for patients suffering from ALS (Lou Gehrig's Disease). Contact: Nora Maloy, 313.225.8205.

- **The Blue Foundation for a Healthy Florida, Inc.** (Jacksonville) awarded a \$99,000 grant to **Helping Hands** (Gainesville, FL) to improve access to free health services for homeless men and women. The clinic works to improve the physical and mental well-being of homeless and nearly homeless adults by providing basic medical care, as well as psychiatric, acupuncture, chiropractic, prescription drug assistance, vision, and personal hygiene services. The grant will also support the startup of the clinic's **Women's Program**, which will provide homeless women with free mammograms and gynecological care. Women will also have the opportunity to take part in informational seminars on job training, safety and self defense, sexually transmitted diseases, nutrition, mental health, and self-esteem. Contact: Bruce Middlebrooks, 904.905.3400.
- **The California Endowment** (Los Angeles), **The Evelyn and Walter Haas, Jr. Fund** (San Francisco, CA), **The William and Flora Hewlett Foundation** (Menlo Park, CA), **The**

GIHNEWS

GIH SEEKS SENIOR PROGRAM/ PROGRAM ASSOCIATES

GIH seeks highly qualified people for program associate and senior program associate positions. Core responsibilities for both types of positions include designing and developing knowledge, information, products, and services on key health issues and the work of health philanthropy; and developing strategies for sharing information on policy developments and best practices with health grantmakers and policymakers. Senior program associates assume leadership in conceptualizing projects, identifying new opportunities, and securing funding.

Candidates should have broad knowledge of health issues and a graduate degree in a health-related field or equivalent experience. Minimum experience in the health field is five years for program associates and seven years for senior program associates.

Send résumés and brief writing samples to recruitment@gih.org or to Faith Mitchell, Vice President for Program and Strategy, GIH, 1100 Connecticut Avenue, NW, Suite 1200, Washington, DC 20036. Visit www.gih.org for more details. Application deadline: April 30.

■ *GIH Funding Partner*

THE DONORS FORUM OF NORTHEAST FLORIDA

promoting effective giving

The Community Foundation
121 West Forsyth Street
Suite 900
Jacksonville, FL 32202
T 904.356.4483
F 904.356.7910
www.jaxcf.org

UPCOMING MEETINGS

Thursday
March 13

Thursday
June 5

Thursday
August 21

Thursday
October 2

Thursday
December 4

NEWSLETTER EDITOR

David L. Pierson
Vice President of Development
The Community Foundation

A COPY OF THE FOUNDATION'S OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7262) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. (CH2004)



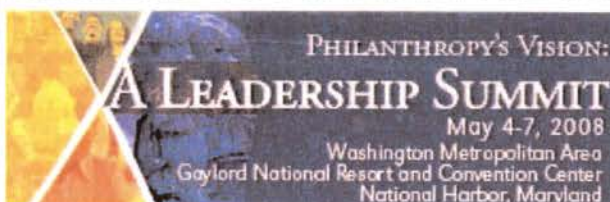
DONORS FORUM PAYS TRIBUTE TO HERB SCHEIDEL

On January 27, Herb Schiedel passed away after a nine-year battle with cancer. He was the founder and president of the Scheidel Foundation and a participant in the Donors Forum of Northeast Florida.

Herb was Chairman of Learning Technologies Ltd., a company that provides educational products for teaching English to Asian children and adults. Nine years ago, Herb and his wife, Miyuki, founded the Miyuki and Herbert Scheidel Scholars program, a program that provides scholarships to UNF for students at PACE Jacksonville, Children's Home Society, Fletcher High School, Foundation Academy and those living in Habitat for Humanity Homes. The foundation also supports numerous other educational endeavors.



MEMBERS TO ATTEND PHILANTHROPIC SUMMIT



Philanthropy is playing an ever-expanding role in today's society. In May, the Council on Foundations will be holding *Philanthropy's Vision, a Leadership Summit*. The summit is designed to bring philanthropic leaders from around the world

together to discuss the challenges and opportunities that lie ahead. Representatives from several foundations in our community will be attending this one-time event.

During his visit to Jacksonville last April, Council on Foundations president Steve Gunderson, stated that foundations must move from the role of passive charitable grantmakers to active community leaders. The philanthropic sector must take on the responsibility of leading social change. Government is so polarized, it is paralyzed. The private sector is so busy fighting to keep business alive, they do not have time to focus on issues of social importance. Philanthropy must now take on this mantle.

GRANTMAKER NEWS AND NOTES

Part of the mission of **The Gasper and Irene Lazzara Charitable Foundation** is to support special efforts by nonprofit organizations which serve as "community building" tools for the nonprofit community, allowing as many people as possible to get involved with the nonprofit organization of their choice at whatever level they choose, either as volunteers, donors or both. The Foundation has actively participated in a number of nonprofit events. Over 90% of the Foundations grants made in 2007 were made to nonprofits in the Jacksonville community.

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), has approved \$951,486 in grants to 11 nonprofit organizations in Florida which successfully address the health care needs in their communities. Grant recipients from Northeast Florida and grant amounts include: 1) The Way Free Medical Clinic - \$75,000 to provide additional services for the women's wellness program in Green Cove Springs; 2) Grove House Supportive Services - \$64,000 to employ a part-time mental health coordinator in Jacksonville; and 3) DLC Nurse and Learn, Inc. - \$99,000 to provide therapy to children with severe disabilities and medically complex conditions in Jacksonville. The deadline to respond to the Summer 2008 Request for Proposals is Friday, March 14. The RFP is located at www.bluefoundationfl.com, or by email, thebluefoundationfl@bcbsfl.com.

Bank of America Charitable Foundation is now accepting applications for their Neighborhood Builder grant and the Local Heroes grant. The deadline is June 27, 2008. All applications must be completed on line. Interested applicants should log on to www.bankofamerica.com/foundation.

The Reinhold Foundation has made a grant to **The Community Foundation in Jacksonville** to support the capacity building work of BASCA in Clay County through the Foundation's grantmaking initiative "Build the Capacity of Nonprofit Organizations through Reflective Practice," a field of interest fund initiated by The Jessie Ball duPont Fund. Also, **The Jessie Ball duPont Fund** has established an advised fund at **The Community Foundation** to support grantmaking to religious and nonprofit organizations in Port St. Joe.

Fourteen young adults are participating in **Philanthropic Initiative 2008**, a program designed to provide philanthropists (ages 25-35) with knowledge, resources and skills that will enable them to work to build a better community through philanthropy. The program is part of **The Community Foundation in Jacksonville's** continuing effort to build social capital and increase philanthropy in Northeast Florida. All of the participants serve in some grantmaking capacity as part of a family, corporate or private foundation or fund at **The Community Foundation**. The program includes three components: philanthropic education, a grantmaking practicum, and mentorship.

THE BUSINESS JOURNAL

SOUTH FLORIDA
southflorida.bizjournal.com
Miami-Dade Edition

March 14, 2008

Circulation: 8,373

WEEK IN REVIEW

■ Miami-Dade

■ **Kristi House**, a children's advocacy center in Miami, received a \$93,835 grant from the **Blue Foundation for a Healthy Florida** to establish the second phase of the Mental Health Outreach Plan, which includes an additional mental-health service office in northern Miami-Dade County.

Floridians Without Health Insurance Get Help

Tuesday, April 29, 2008 12:34:38 PM

Tools: E-mail | Print | Feedback |  BOOKMARK  

Additional Information

Health Council of East Central Florida

Blue Foundation For A Healthy Florida

More Information About Grant To Seminole County

Tiffany Greene, Building Community

Blue Cross Blue Shield of Florida is one of the major insurance providers in Florida, and in an interest to keep all Floridians healthy, the company's foundation is giving a big boost to health care agencies.

There's a lot of talk on the presidential campaign trail about health care and providing services for the uninsured and underserved. That issue is weighing heavy on the minds of many Americans.

In Florida, 3.8 million people do not have insurance. In Seminole County, the Health Council of East Central Florida says help is on the way.

The organization was awarded a \$50,000 grant by the Blue Foundation for a Healthy Florida, an affiliate of Blue Cross Blue Shield of Florida.

The money will provide outreach, health education and case management services to uninsured residents of Seminole County. It will be used to hire staff and personnel for the Seminole County health navigator program.



To see more Building Community stories, go to News 13 On Demand, Digital Cable Channel 313.

Grant helps disabled children

Blue Foundation gives \$99,000 to DLC Nurse & Learn for therapy costs



Kameron, a DLC Nurse & Learn student, hangs out with Ty Buendia, a DLC Nurse & Learn volunteer. DLC is the only facility in Duval County that provides year-round education and therapy to children with severe disabilities and medically complex conditions



Becky Gay (left), member of the board of directors of The Blue Foundation, presents a \$99,000 check to Amy Buggle, executive director of DLC Nurse & Learn.

Article reprints available.

[Find out more.](#)

03/14/2008

from staff

Jacksonville children with disabilities and medically complex conditions will now have access to their full doctor-prescribed speech, physical and occupational therapy thanks to The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

This week, DLC Nurse & Learn received \$99,000 from The Blue Foundation to fund the organization's enhanced therapy program. DLC is the only facility in Duval County that provides year-round education and therapy to children with severe disabilities and medically complex conditions, regardless of their ability to pay. The Blue Foundation for a Healthy Florida grant enables the program to provide an additional 468 hours of therapy to these children.

"Economic barriers can prevent children from receiving all the therapy necessary for reaching their full potential," said Amy Buggle, executive director of DLC Nurse & Learn. "The generous support from The Blue Foundation for a Healthy Florida enables us to serve more children who may otherwise not have access to their entire doctor-prescribed therapy regimen."

The Blue Foundation for a Healthy Florida is dedicated to making a constructive contribution to the health and well-being of all Floridians, especially the uninsured and underserved. This grant is one of 11 — totaling nearly \$1 million — The Blue Foundation has presented this winter to nonprofit health clinics and community outreach programs across Florida.

"DLC provides essential services for children with special needs and we are proud to support them," said Susan Towler, executive director of

The Blue Foundation. "It's through collaborations like this that we are able to build lasting solutions to increase access to quality health care in our community."

The Blue Foundation awards grants during two grant cycles per year. With the completion of the 2007 winter grant cycle, The Blue Foundation will have awarded 144 grants totaling more than \$8.3 million since its founding in 2001.

For more information on The Blue Foundation for a Healthy Florida, visit www.bluefoundationfl.com. For more information on DLC Nurse & Learn, visit www.dlcnl.org or call 387-0370.

'Just for Grins' dental program to get rolling this fall

Andy Meinen

Friday March 21st, 2008

[Comment on this Story](#) | [Read Comments](#)

SANTA ROSA BEACH — Needy children in Okaloosa and Walton counties will be able to get free dental care, thanks to a new bus.

The Children's Volunteer Health Network's "Just for Grins" mobile dental program will kick off this fall in Walton County for children from kindergarten through third grade before it expands to Okaloosa County in the future, said the Dr. Mary Konovsky, the network's executive director.

Konovsky said there are about 1,100 children in Walton County from kindergarten through third grade in need.

"And the numbers are much greater in Okaloosa County," she said.

The dental program eventually will serve students until they are out of high school with a new blue bus that really isn't a bus, Konovsky said.

"It's more like a recreational vehicle," she said.

The network received a \$95,000-plus grant this week from the Blue Foundation for a Healthy Florida. The RV will cost more than \$190,000 to buy and outfit, so the network financed the rest with a loan.

The program will also cost about \$100,000 a year to run.

Susan Wildes, assistant director for the Blue Foundation, said the network can apply for another grant in about a year.

Wildes said the bus will ensure that needy children will not fall through the cracks.

"The grant will have a long-lasting impact for the quality of life for those children," she said.

Dental disease is the most common chronic health issue facing children today, Konovsky said. And small problems like cavities and infections can lead to serious — and sometimes life-threatening — problems.

Business notes

Palm Beach Post Staff Writer

Sunday, April 27, 2008

The **Blue Foundation for a Healthy Florida**, the philanthropic affiliate of **Blue Cross and Blue Shield of Florida**, has given a \$75,000 grant to **The H.O.P.E. (Health, Outreach, Prevention, Education) Project** to improve access to free and reduced-cost breast cancer screening, breast health education and medical referrals via a mobile mammography bus

Grant Breathes New Life Into Neighborhood Health Services

A neighborhood health provider is \$100,000 dollars richer this afternoon thanks to a huge check from a Florida health care provider. ABC 27's Brandon Beyer reports.

Neighborhood Health Services' historical French Town district is used to operating solely on volunteer power. As of this morning that's about to change.

Blue Cross Blue Shield of Florida selected the nonprofit organization to receive one of eleven state wide grants.

The money will allow Neighborhood Health Services to have a full time nurse in house for the first time.

And just to paint a clearer picture the facility used to be able to treat about 12 people a month with this grant, they can help about 8 times as many.

"This will help us get about 900 patients a year, so we're looking forward to taking care of our patients and getting new patients in," Inzlea Smith McGlockton of Neighborhood Health Services said.

The money will be specifically used to fund the mental health program, patients who are underinsured, or who have no insurance at all.

Prior to this grant, the health care facility was run entirely by volunteer doctors coming in on their own time.

Smiles all around at CVHN

By Joyce Owen

March 13, 2008 - 8:48AM

The organizers of the Children's Volunteer Health Network are all smiles as they share good news that will help provide more health care to children in need. On March 20, the new Just for Grins Dental Bus arrives in Walton County. Tricia Northcutt, founder of the organization, knows the benefit the mobile dental clinic will bring to this county. "There are no Kidcare/Medicaid dentists in Walton County that see children," Northcutt said. "When we get these kids to the dentist, it's not for a cleaning but a dental issue. Can you imagine a \$10,000 dental bill for a teenager? We couldn't either until we got a teen with serious dental issues."

The CVHN facilitates free medical, dental and mental healthcare to uninsured and under-insured children in Walton and Okaloosa counties. Since 2005 when the health program was founded, CVHN has made 565 dental appointments. "CVHN knows how important this service is in our community because everyday we facilitate dental care for children as young as 5 years old who have a seriously progressed dental illness and need dental treatment such as multiple extractions and root canal," executive director Mary Konovsky said.

Thanks to a \$96,000 grant from The Blue Foundation for a Healthy Florida to support a mobile dental bus program, CVHN now has the tools to provide preventative dental care to children in this area. Just for Grins will benefit kids. And the community will no longer have to bear the burden of expensive emergency dental treatment for our children, Konovsky said.

There will be a celebration to welcome the bus at noon on March 20 at the Winn Dixie parking lot, across from Silver Sands Factory Stores.

While still beaming with the happy news of the bus arrival, Northcutt received word that CVHN had been chosen for the YouTube Nonprofit program. Through the program, YouTube owner Google commits assets, such as search engine optimization – when you Google CVHN, it will come up as one of the first sites on the page – as well as including information about CVHN when Google discusses the charities they support. CVHN will also have a profile page on Google's charity site to promote its cause.

Last year, a video from the CVHN Cottage for Kids program was posted on YouTube, said Northcutt. Later another video was created to share the story of the founding of the organization. The two videos received more than 300 hits combined and generated interest for the organization. With that in mind, the organization submitted an application to participate in YouTube's charity program and was selected.

See Cottages for Kids YouTube video at http://youtube.com/watch?v=cMBLMtuCC_Y and the conversation with founder Tricia Northcutt at <http://youtube.com/watch?v=IAsAg0rQxul>

Local charity gets grant for new dental bus

By Andy Meinen

Friday January 25th, 2008

[Comment on this Story](#) | [Read Comments](#)

SANTA ROSA BEACH — A new dental bus should be cruising the streets of Walton and Okaloosa counties by the fall.

The Children's Volunteer Health Network received about \$96,000 in grant money last month from the Blue Foundation for a Healthy Florida. The foundation handed out about \$950,000 in grants to 11 non-profit organizations across Florida.

The network provides dental, medical and mental health care to needy children in Walton and Okaloosa counties, said the network's Executive Director Dr. Mary Konovsky.

The money for the Just for Grins Mobile Dental Bus Program is a priority for the network because many children in Walton and Okaloosa counties have serious dental problems, Konovsky said.

"The majority of our calls are for emergency dental needs," she said. And most of those are for root canals, Konovsky added.

The grant money will be used to buy equipment and supplies for the bus. But the network needs twice as much money it received in order to get the bus up and running. The network will fund part of the expense, and the rest will be raised through fundraisers, Konovsky added.

The bus will have two objectives: first to provide dental care — everything from teeth cleaning to X-rays — and then to educate children about how to take care of their teeth, Konovsky said. On board the bus will be two dental hygienists and a volunteer dentist from the network. The bus would have two bays to clean and examine children's teeth and an education area.

Konovsky said she hopes to have the bus operational by the fall, and one the network's dentist flew to Canton, Ohio, on Thursday to look at a new dental bus. It would cost about \$190,000, but it comes "totally outfitted," Konovsky said.

Daily News Staff Writer Andy Meinen can be reached at 654-6905.

Helping Hands Clinic receives grant

By **ANTHONY CLARK**
Sun business editor

Published: Tuesday, January 29, 2008 at 6:01 a.m.

A Blue Cross and Blue Shield of Florida foundation gave the Helping Hands Clinic of Gainesville a \$99,000 grant over three years to expand medical care to the homeless.

The clinic's medical volunteers have provided health care to the homeless and indigent on Monday evenings at First United Methodist Church for 18 years. Plans are to use the grant, the clinic's largest donation ever, to add female medical services, recruit additional health-care volunteers and pay for a part-time volunteer coordinator who also handles program and development evaluations, according to clinic director Randy Stacey.

He said female services such as mammograms and gynecological care would likely be contracted out. The number of female patients has increased over the years and is now at 40 percent, he said.

Plans also call for group educational health meetings.

Nurse practitioners and physicians volunteer two to three hours on Monday nights, and psychiatrists are on hand every other week. The clinic also has an acupuncturist and a chiropractor.

With more volunteers, Stacey said they may either expand Monday hours or add another night. Another option is an additional site.

The clinic had 1,100 visits from 280 people last year, Stacey said. It has received most of its funding from individual donors, churches and organizations.

The City of Gainesville and Alachua County have also provided funding in recent years. The County Agency Partnership helped fund a part-time administrator.

Earlier this month, Stacey's wife, Cynthia Stacey, was honored at a reception with Gov. Crist for receiving a 2006 Point of Light award. Cynthia Stacey is a nurse practitioner at the clinic.

The grant was one of 11 worth a combined \$950,000 the Blue Foundation for a Healthy Florida awarded to nonprofit organizations that provide health care to the uninsured or underserved.

EXECUTIVE SUMMARY

WINTER 2007 MEDIA PLACEMENTS

The Blue Foundation for a Healthy Florida awarded grants totaling \$951,486 to 11 organizations as part of its winter 2007 grant cycle. Public relations efforts to generate publicity for the announcement and 10 subsequent check presentations included the distribution of media advisories, press releases, event photos and follow-up calls to the media. As a result, all organizations received media coverage* this grant cycle. From January to April 2008, media coverage resulted in one radio placement, eight television placements, 23 print placements and 48 online placements. In all, at least 6,194,764 people were potentially exposed to media coverage resulting from The Blue Foundation's 2007 winter grant cycle.

North Florida

Seven print publications in North Florida printed eight articles related to this grant cycle. *Financial News & Daily Record* and *Jacksonville Business Journal* covered DLC Nurse & Learn while *St. Augustine Catholic*, *Florida Star Light Magazine* and *Clay Today* all covered The Way Free Medical Clinic. Continuing with print, the front page of *GIH Bulletin* also published a brief on Helping Hands Clinic. In addition, *Jacksonville Business Journal* and Donors Forum of Northeast Florida's quarterly report covered the general grant announcement. Online pick up consisted of article about DLC Nurse & Learn on jaxdailyrecord.com and jacksonville.bizjournals.com. For broadcast, WUFT-TV televised a story on Helping Hands Clinic. In all, potential audience for print, online and broadcast totaled at least 41,839 people in North Florida.

South Florida

Coverage in three print publications included briefs in *The Palm Beach Post* and *The Stuart News* on The H.O.P.E. Project Corporation and a brief on Kristi House in the *South Florida Business Journal*. A total of four online outlets covered South Florida grants. PalmBeachPost.com and tcpalm.com covered The H.O.P.E. Project Corporation while miamiherald.com covered Kristi House. In addition, Sunherald.com covered the grant cycle as a whole. For television, Univision did a follow-up interview with Florida Institute for Community Studies and WPEC News 12 ran a story on The H.O.P.E. Project. In all, potential audience for print, online and broadcast totaled at least 3,262,387 people.

Central Florida

For print, the *Orlando Business Journal* published an article about the general grant announcement. In addition, *Conde Nast Portfolio* ran information about Center for Drug-Free Living and Health Council of East Central Florida grants. Online pick up generated three placements including articles on OrlandoSentinel.com and Orlando.bizjournals.com about the Center for Drug-Free Living and cfnews13.com about the Health Council of East Central Florida. NEWS13 Orlando also televised a story about the Health Council of East Central Florida grant. In all, potential impressions for print, online and broadcast totaled at least 1,245,447 people.

West Florida

Print media coverage resulted in six articles. *Northwest Florida Daily News*, *The Walton Sun*, *Florida HealthFlash* and *HealthCare PRO* all published articles on Children's Volunteer Health Network while *Tallahassee Democrat* covered Neighborhood Health Services. In addition, *Gulfport Sun Herald* covered the general grant announcement. Online, tampabay.bizjournals.com linked to the general announcement. In addition, nwfdailynews.com and Waltonsun.com covered Children's Volunteer Health Network while wctv6.com and wtvl.tv.com covered Neighborhood Health Services. For broadcast, media coverage for Neighborhood Health Services resulted in six television placements and one radio placement including ABC-27's News at Sunrise (5:30-6 a.m. & 6-6:30 a.m.), ABC-27's News at 11, ABC-27's News at 5, WCTV's Good Morning show, WCTV's Eyewitness News and WVFS-FM (FSU radio). In all, potential impressions for print, online and broadcast totaled at least 211,810 people.

*Check presentation and media outreach for Grove House did not occur.

GRANTMAKER FOCUS

GRANT
MAKERS
HEALTH

MARCH 24, 2008

The Blue Foundation for a Healthy Florida, Inc.

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Founded in 2001 by Blue Cross and Blue Shield of Florida, The Blue Foundation for a Healthy Florida, Inc. (The Blue Foundation) was established to broaden the company's promise to provide caring solutions to Floridians. The mission of this corporate foundation is to enhance access to quality health services for Floridians, particularly the uninsured and underserved. In carrying out this mission, the foundation partners with community leaders to recognize and support strategies that advance the health and well-being of the population it serves.

Program Information: The Blue Foundation supports community-based solutions that address the many different health care challenges facing Florida both today and in the future. Funding activities focus on supporting community health clinics and outreach programs. Since 2001, the foundation has made 144 grants totaling more than \$8.3 million. It also presents **The Sapphire Award** in recognition of excellence in community health programming. Since 2005, the annual award has recognized 20 organizations receiving nearly \$1.1 million in award funds.

► Financial Information:

Total Assets: \$61.8 million (FY 2007)

Amount dedicated to health-related grants and The Sapphire Award: \$2.04 million (FY 2007)

► Special Initiatives and Representative Health Grants:

- **Shands Vista Partners in Adolescent Lifestyle Support (PALS) Program** – Shands Vista PALS is the recipient of the foundation's 2007 Sapphire Award. The program was originally conceptualized and developed by a Florida high school student. The program provides free mental health services and peer support by means of lifestyle support, therapeutic treatment, and behavioral services related to health issues, as well as substance abuse, suicide, and violence prevention and therapy to teens in a school environment (\$100,000 one-time award).
- **Farmworker Association of Florida (FWAF)** – FWAF serves low-income, migrant, and seasonal farmworkers in 13 counties throughout central and south Florida. The **Partnering with Providers Project** improves access to quality health care for farmworkers by developing relationships with community health clinics, training health providers, conducting educational sessions on pesticide exposure, and providing outreach activities to farmworker families. The foundation's grant supports project activities focused on pesticide exposure education for farmworkers and farm owners as well as public health workers who treat them in community clinics (\$100,000 over 2 years).


- **Hispanic Unity of Florida** – The Blue Foundation's grant will support a health navigator who will conduct outreach to south Florida's uninsured Hispanic community. The health navigator provides health education and access to health care for uninsured residents and facilitates enrollment in public programs such as Medicaid and SCHIP (\$95,028 for two years).
- **Hope and Health Center of Central Florida** – Funding supports HIV and AIDS education, outreach, and testing for women in Sanford, a predominantly African-American community near Orlando (\$71,000 over 18 months).
- **Alachua County Organization for Rural Needs (ACORN) Clinic** – A former Sapphire Award recipient, the ACORN clinic is a full-scale rural health facility that provides medical and dental care, social services, and outreach education. Foundation funding supports pediatric dental outreach services to elementary schools in rural parts of north central Florida. "The Tooth Fairy" provides dental hygiene education, and dental assistants provide screenings and cleanings (\$50,404 over one year).
- **Barnabas Center, Inc.** – The Barnabas Center provides food, clothing, household goods, medical and dental care, and subsidies to cover rent and utilities to individuals and families in need throughout Nassau County including the uninsured, working poor, and elderly. Funding will be used to purchase costly medical and dental equipment and support the Samaritan Dental and Medical Clinic's expansion into a new office space. (\$40,443 over one year).

Educating Funders about Florida's Health Issues: *"As the only statewide health-focused foundation in Florida, The Blue Foundation for a Healthy Florida has the unique ability to connect national funders with local and regional organizations. Our board members, staff, and volunteers have local knowledge of our state's diversity, challenges, and opportunities and can be a resource to funders looking to make a difference in our evolving and dynamic state."*

Susan B. Towler
Executive Director




2007 SAPPHIRE AWARD



SAPPHIREAward
THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

The Blue Foundation for a Healthy Florida
2007 The Sapphire Award



**FRIDAY
NOVEMBER 30, 2007
8:30 a.m. – 1:30 p.m.**

**Hilton located in the
Walt Disney World Resort**
1751 Hotel Plaza Blvd.
Lake Buena Vista, Florida 32830

The Blue Foundation
FOR A HEALTHY FLORIDA

The Blue Foundation for a Healthy Florida and its Parent, Walt Disney World, are proud to be a part of the Blue Cross and Blue Shield of Florida, an independent subsidiary of The Blue Cross and Blue Shield Association.



SAPPHIREAward
THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

Profiles



Recognizing Community Health Excellence

The Blue Foundation
FOR A HEALTHY FLORIDA



The Blue Foundation for a Healthy Florida
The Sapphire Award Presentation

**NOVEMBER 30, 2007
HILTON AT DISNEY WORLD VILLAGE
LAKE BUENA VISTA, FLORIDA**

8:30 a.m. to 10:00 a.m.
8:30 a.m. to 10:00 a.m.

10:00 a.m. to 12:00 p.m.
10:00 a.m. to 12:00 p.m.

12:00 p.m. to 1:30 p.m.
12:00 p.m. to 1:30 p.m.

The Sapphire Award
The Sapphire Award is presented annually to the organization that has demonstrated the highest level of achievement in the field of community health excellence. The award is presented to the organization that has demonstrated the highest level of achievement in the field of community health excellence. The award is presented to the organization that has demonstrated the highest level of achievement in the field of community health excellence.

The Blue Foundation
FOR A HEALTHY FLORIDA





Charlie Mahan, M. D., Chairman,
The Sapphire Award Selection
Committee



Randy M. Kammer
President, The Blue Foundation
Board of Directors



Shands VISTA PAL Program
The Sapphire Award Winner



HUG-Me Program
Lakeland Volunteers in Medicine
Award of Distinction

Lakeland Volunteers In Medicine
Award of Distinction



Big Bend Cares, Inc.
Honorable Mention



Epilepsy Foundation of Florida, Inc.
Award of Distinction



Big Bend Cares, Inc.
Honorable Mention



HUG-Me Program, Lakeland Volunteers In Medicine



Epilepsy Foundation of Florida, Inc.



Lakeland Volunteers In Medicine



Shands VISTA PALS

Nonprofit Health Clinic Receives \$75,000 Award for Excellence

Blue Foundation honors LVIM as among the "best of the best" in service.

By [Robin Williams Adams](#)
The Ledger

Robin Williams Adams
Health/Medical Reporter
Dept.: Metro Desk
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LAKELAND | Lakeland Volunteers in Medicine has won a \$75,000 award of distinction from the Blue Foundation for a Healthy Florida, the foundation for Blue Cross Blue Shield of Florida.

The foundation gave that award to recognize the non-profit clinic, which provides free medical and counseling services for some of Polk County's uninsured residents, for excellence in community health. It honors organizations it considers the "best of the best" in delivering positive health-related outcomes.

Bobby Yates, LVIM's chief administrative officer, praised its volunteers for having a high level of "caring, dedication and excellence."

In a typical week, 180 volunteers work at LVIM. More than 13,500 patients are enrolled for office-type care from physicians, nurses and other health-care workers who volunteer their time. Nonmedical volunteers do such things as file records, check whether people are eligible for service and answer patients' questions.

LVIM volunteers provide a limited amount of dental care, but demand far exceeds what's available. Between 25 and 30 people a day call about dental care, said Kim Doughty, a volunteer coordinator for Polk County's Healthy Communities Access Program.

She and Beverley Brown, an advanced registered nurse practitioner with the Polk Health Department, work together to screen cases for LVIM and plan volunteer clinics.

The dental program at LVIM is expected to improve significantly by Jan. 8, however. The Polk County Dental Association and Traviss Career Center, along with the Health Department and Polk HealthCare Plan, are working with LVIM to provide better equipment, scheduling, screening and recruitment.

LVIM is seeking \$120,000 a year from the Polk HealthCare Plan, a county-run plan

funded by the half-cent indigent care sales tax, to allow it to have the supplies and organizational backup volunteer dentists need. It also is asking the Community Foundation of Greater Lakeland for capital costs of equipping three dental treatment rooms.

Its goal is being able to treat 3,000 dental patients a year.

Traviss Career Center, which recently won approval for a \$98,346 grant allowing its dental assistants to treat people in the Polk HealthCare Plan, will have assistants work with volunteer dentists. Traviss also may provide some supplies and equipment for the LVIM clinic.

[Robin Williams Adams can be reached at robin.adams@theledger.com or 863-802-7558. Read her blog at robinsrx.theledger.com.]

Last modified: December 12, 2007 12:00AM

Blue Cross Award of Distinction Given to Local Organization

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida recently presented a \$75,000 Award of Distinction to HUG-Me, a program at the Howard Phillips Center for Children & Families and a division of Arnold Palmer Hospital for Children. The gift was announced during The Blue Foundation's 2007 Sapphire Award program which recognizes non-profit organizations that have demonstrated excellence, success and high merit in community health programming and services.

Through primary healthcare, nutritional counseling, mental health services, psycho-social support, outreach and prevention, case management and substance abuse treatment, HUG-Me serves men, women and children in Central Florida affected by or infected with HIV/AIDS.

HUG-Me's outreach program, TOPWA (Targeted Outreach to Pregnant Women Act), has been particularly successful in facilitating the proper testing and follow-up care crucial to preventing the transmission of HIV from pregnant mothers to their child.

Over the last nine years, the TOPWA program has had zero transmissions of HIV from pregnant mother to unborn child, compared with the average national transmission rate of 25 percent.

"According to the Florida Department of Health, Bureau of HIV/AIDS, Florida ranked second in the nation for the number of pediatric AIDS cases in 2005," said



Susan Towler, executive director, The Blue Foundation for a Healthy Florida. "HUG-Me's TOPWA program is taking positive steps to lowering this statistic. The Blue Foundation for a Healthy Florida is honored to recognize an organization working to stop the HIV/AIDS epidemic."

HUG-Me Program at the Howard Phillips Center for Children & Families Wins Sapphire Award of Distinction

The HUG-Me program at the Howard Phillips Center for Children & Families received the 2007 Sapphire Award of Distinction for their efforts in the HIV/AIDS community and was awarded \$75,000 by the Blue Foundation for a Healthy Florida which recognizes program excellence in community health.

Applause



1998 to 2006, and the team has collaborated to reach this unparalleled feat in the HIV/AIDS field. HUG-Me was one of 42 programs nominated for an award by the Blue Foundation and was one of the top five winners.

"We feel extremely privileged to be honored by the Blue Foundation and are proud of the work we've accomplished and hopeful for the work we will continue to do in the future," says Alelia Munroe, MPH, program manager, HUG-Me.

The mission of the Blue Foundation for a Healthy Florida is to enhance access to quality health-related services for Floridians through strategic grantmaking to Florida's nonprofits that serve the states uninsured and underserved. ●



Top: Dr. Charles Mahan and Randy Kramer from the Blue Foundation for a Healthy Florida present the Sapphire Award to Alelia Munroe (center), program manager, HUG-Me. Bottom: The staff of HUG-Me at the Howard Phillips Center for Children and Families celebrates the award of distinction.

Team Members at Dr. P. Phillips Hospital Enjoy "A Day at the Symphony"

More than 300 team members at Dr. P. Phillips Hospital have experienced "A Day at the Symphony," a one-day interactive learning experience. During the program, participants celebrate and strengthen the bond with their fellow team members while exploring how their contributions impact those around them.

"The program has made a big difference in our team members' ability to see how important they are to the overall success of the hospital," says Debbi Ruthenbeck, manager, Employee Relations. "It has renewed the enthusiasm for recognizing each individual's role by emphasizing how much we need each other to reach our full potential — much like an orchestra needs each instrument to produce the music we hear at a symphony. The analogy works, the team members have fun, and the results are amazing."

Attendees view a video about the power of possibilities and participate in a team activity where they are asked to shoot a photo of what they think is right about Dr. P. Phillips Hospital.

"They come back with very creative photos, showing construction, team members helping each other, technology advances, homelife/worklife balance ideas, and even a stone from the gift shop that simply said, 'believe,'" Debbi says.

Since team members have said that shooting the photos was a favorite activity during the program, an album of the photos is being created for future display.

"According to the overwhelming response we have received from our team members, the symphony experience has been both rewarding and energizing," says Shannon Elswick, president, Dr. P. Phillips Hospital. "We have seen spirits lifted, dreams refined and hopes rekindled. Symphony is all we had hoped it would be and much more." ●

A Day at the Symphony

JACKSONVILLE Business Journal

Jacksonville Business Journal (Florida)

December 3, 2007 Monday

151 words

Blue Foundation hands out \$350,000

The philanthropic arm of **Blue Cross** and Blue Shield of **Florida** Inc. handed out \$350,000 in awards to five nonprofits in the state.

The Shands Vista PALS (Partners in Adolescent Lifestyle Support) program received a \$100,000 gift at a ceremony Friday and the Sapphire Award from the Blue Foundation for a Healthy **Florida**.

Three organizations received awards of distinction and \$75,000, including the Epilepsy Foundation of **Florida** Inc., the Howard Phillips Center for Children and Families and the Lakeland Volunteers in Medicine Clinic. Big Bend Cares Inc. received honorable mention and a \$25,000 award.

To be eligible for the Blue Foundation's annual Sapphire Award, an organization must have a record of improving the health of its community with measurable results, be a nonprofit and be based and incorporated in **Florida**. An independent committee reviewed the 42 nominations received for this year's award.

December 3, 2007

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Health Care/Hospitals Press Releases

Press release
distributed by PR
Newswire



The Blue Foundation for a Healthy Florida Announces 2007 Sapphire Award Honorees



The Blue Foundation for a Healthy Florida logo.
(PRNewsFoto/THE BLUE FOUND. FOR A HEALTH
FL)

JACKSONVILLE, FL UNITED STATES

\$350,000 Awarded to Five Nonprofits Statewide

JACKSONVILLE, Fla., Nov. 30 /PRNewswire/ -- The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), honored five Florida nonprofit organizations at the 2007 Sapphire Award ceremony held today in Orlando. The Sapphire Award recognizes and rewards nonprofit community health programs that have demonstrated excellence, success and high merit and is presented annually by The Blue Foundation for a Healthy Florida.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050112/NEW019LOGO>)

The Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program received the 2007 Sapphire Award and its accompanying \$100,000 gift. Other honorees include:

- Epilepsy Foundation of Florida, Inc. - Award of Distinction (\$75,000);
- HUG-Me, a program at the Howard Phillips Center for Children & Families - Award of Distinction (\$75,000);
- Lakeland Volunteers In Medicine - Award of Distinction (\$75,000); and
- Big Bend Cares, Inc. - Honorable Mention (\$25,000).

"The Blue Foundation for a Healthy Florida is pleased to recognize and reward these exceptional nonprofits," said Susan Towler, executive director, The Blue Foundation for a Healthy Florida. "They are truly models of excellence and success when it comes to providing essential health services to our Florida neighbors who are uninsured and underserved."

To be eligible for The Sapphire Award, organizations must have a record of improving the health of their community through measurable outcomes; be tax-exempt under section 501(c)(3) of the federal tax code; officially reside and be incorporated in the state of Florida; and have programs that are involved with health-related services. Programs are nominated by three persons familiar with the organization. Nominations are reviewed by an independent selection committee made up of medical, public health and health communication experts from across the country and Florida. A total of \$350,000 in awards will be distributed for the 2007 Sapphire Award.

affiliate of BCBSF incorporated in the state of Florida. Founded in 2001, its mission is to enhance access to quality health-related services for Florida's uninsured and underserved. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its web site at <http://www.bluefoundationfl.com>.



